



MASTERING ETHICAL SALES

# Treatment Plans Are Your Core Offer

Presented by Kim Look



# Why Start with the Core Offer?



- The Core Offer is the foundation of your lead generation strategy.
- A compelling offer creates excitement and drives initial interest.
- Without a strong offer, lead generation efforts will fall flat.

IMPORTANT

You must have something to sell before you  
bring in people to sell it to!

# What is Your Core Offer?



- An irresistible product or service that provides high value and solves a specific problem for your target audience.
- Must be clear, specific, and tailored to your market.

# What is Your Core Offer?



THE ANSWER

Your Treatment Plans

# Core Offer For IV Therapy



1. High **perceived** value
2. **A clear solution to a problem (e.g., fatigue, recovery, immunity)**
  - \* Preferred: Meets their goals (I.e., golfing, running, thinking more clearly)
3. **Risk-free entry point for the customer**
  1. No deadline, expiration, or fine print
4. **Built-in urgency to encourage immediate action**
  1. Get best outcomes with consistency and frequency
  2. Set schedule NOW!
  3. Loading phases or “filling the gas tank”

# Understanding Your Audience's Needs



- Regenerative and functional medicine clients often seek solutions for:
  - Chronic fatigue
  - Post-illness recovery
  - Immune system support
  - Athletic performance and recovery
- Your Core Offer must align with these specific needs.

## **Tips:**

1. Don't be all things to all people. Find your niche and let concepts lead the way.
2. Build language around cellular approach
3. Build language around niche or symptoms. Think: how does IV apply to brain fog, or pain or hormone deficiencies?

# The Pain Points Your Solving



## Examples:

- Dehydration and fatigue
- Poor recovery from illness or physical activity
- Weak immune function
- Need for convenient, effective health solutions

## Preferred:

- Getting energy back so you can make good meals and exercise like you should
- Get body balance so you can sleep and rest and repair
- Get the core operations optimized – the sky is the limit with what can happen from there.
- Think of your future, not just the now!

# Crafting the Irresistible Offer



## Examples:

- First-time client special: \$59 IV drip session (normally \$150)
- Monthly subscription: 4 drips/month for \$199 with free consultations
- "Buy 3, Get 1 Free" package

## Preferred “bonuses”:

- Packages come with:
  - Unlimited value-add services [laser and PEMF]
  - All necessary [x-rays]
  - One massage (or any like services in your office or those you can network with...other businesses would love the opportunity to get opps in their door via your referral)
  - Weekly workshops for a month (health coach, edu of any kind)
  - Free materials like: nutritional and exercise guidelines, detox program



# Increasing the Perceived Value



## **Highlight benefits:**

- Faster recovery, improved energy, tailored solutions.

## **Preferred:**

- true healing, fixing the problem, avoiding the titanic
- Include bonuses: Free initial consultation, wellness assessment, or aftercare guide.

## **Preferred:**

- No free consults or testing – instead include it in the package where value goes up but price is built in. However, make the initial consults/labs as inexpensive and cash (labs) as possible. People need to have some skin in the game to commit/follow through. They are your main lead generator!!
- Include ROF visit in all tx plans or offers

\*\*See previous slide

# Increasing Perceived Value (Cont)



- Use social proof: Testimonials, before-and-after case studies.

## Preferred:

- Make no claims but **ALWAYS PROVIDE HOPE**
- If you don't have any testimonials yet, then borrow them (with confidence).
- Start NOW to build testimonials!
- Do not say you don't know!!
- Make sure you and your staff have experienced everything they are "selling" and can share their own experiences. **THEY ARE THE SECOND OPINION IN YOUR OFFICE!!**
- Find stories or studies on-line and make them easy to convey/share.
- Go back to the premise of the potential!
- Give a 5% additional discount in exchange for tracking their progress **in order to use it to share with others.**
- Build in a process/person for gathering videos of those patients with consent to share.
- Before and after pictures
- Use Kim's Patient Evaluation Sheet!!

# Removing Barriers To Purchase



## WHAT are the barriers to purchase?

\*Hint: Money isn't top five on the list! (Even if they say it is.)

\*Hint: Find out what THEIR barriers are!

## Lack of or fear of:

- Clear plan/roadmap – AKA **PREDICTABILITY**
- Understanding of FM or RM and differences between Allopathic
- Perceived likelihood of dream outcome
- Think they are unique or extraordinary/sensitive
- Trust in provider, medicine or outcome
- Accessibility restraints
- Commitment
- Competing commitments
- Cost

# Removing Barriers To Purchase



- What is it going to do for me?
- How much time will it take? Or I can't take that much time off work.
- How often do I need to come in?
- Has it worked for others?
- How long will it take for me to feel a difference?
- I have lost hope and so don't know if I can have renewed hope.
- My husband is annoyed that I am so difficult and sick all the time, so I have lost value in myself.
- Other doctors have told me nothing is wrong with me, so I've lost value in myself.
- If it's so good, how come my other doctors haven't told me about it?
- I am human in 2025, so I like "magic pills" and "quick fixes".
- I don't trust the medical system.
- I've already spent lots of money on getting well and don't have more.
- This office seems unorganized and messy, I don't know if I trust them or want to be here weekly.

# Removing Barriers – Low Risk Or Barrier To Entry



## Examples:

- Offer guarantees: "Satisfaction or your money back on your first session."
- Low-risk entry points: Introductory discounts or trial packages.
- Simplify the decision-making process with clear CTAs.

## Preferred:

- Focus on value and “bonus offers”
- Savings for commitment (tx plan) – “This is what you spend, this is what you save.”
- NO FINE PRINT: expiration date, single person only, inability to adjust txs
- Simplicity and predictability: No fine print, we will adjust as we need to, **if you for some reason don't need the full plan, it is good forever. You can use it as maintenance, for a family member, or when you are able to resume.**

# Removing Many Barriers with a Few Statements



## Make no claims but **ALWAYS PROVIDE HOPE**

- “I cannot know exactly how you will respond; but I know that if we fix the core imbalances or remove the triggers and get your epigenetics stable, the body knows what it should do from there.”
- “I have seen lots of cases and lots of situations really benefit; although each person has unique healing.”
- “I do know that once we get through the first phase, we will know better how YOU respond and then can better predict the next phase.”
- “There are just a few fundamental building blocks the body needs to heal and repair and this treatment plan gives those to you.”
- These are not quick fixes, these are long-term benefits.
- This is a long-term investment into your health.

# Framing the Offer's Value



## Position the service as essential, not optional:

Example:

- "Boost your immune system and feel your best in just 45 minutes!"

Preferred:

- "Gas tank is on empty so you aren't going to get very far without filling it up."
- "Consistency and frequency matter!"
- "You aren't a spring chicken."

## Compare costs:

Preferred:

- "One IV is like six weeks of supplements and food."
- Direct to the blood has almost a 100% absorption rate where even the best supplements and food (on the best gut) have less than 10%. "

# Making Them Want To Spend Money



## Key Tactics:

1. Highlight the cost of inaction:
  - “Health isn’t everything but without health, everything is nothing.”
  - “What’s the cost of being sick?”
  - “No one wants to feel 70 while in their 40s”
  - “Medications have long-term side effects, not long-term benefits.”
2. Show transformation:
  - “Imagine feeling energized and unstoppable every day.”
  - “If all it did was: \_\_\_\_\_”
3. Create urgency:
  - Limited time offer:
    - “Buy this week to get an extra coaching session.”
    - “Buy this week, you won’t want to miss this week's workshop on \_\_\_\_\_”



# Building Trust With Your Audience



## **Emphasize professionalism:**

- Highlight certifications, safety measures, and expertise.
  - \*Hint: They care far more about what it is going to do for them than you.
  - \*Hint: They care far more about how you make them feel than what your credentials are.
  - \*Hint: Your office and staff say far more about you than your credentials do
  - \*Hint: Post your credentials so they are known, don't embellish or emphasize

## **Use real testimonials – staff first:**

- Staff need their own experiences, so treat them for free!
- Staff need to know other's successes so make time to share them!

## **Show transparency:**

- Outline the process, ingredients, and expected results

# Turning Leads Into Buyers



- Be genuine!
- Be a believer!
- Share hope!
- Demonstrate competency through office look and feel.
- Share faith in staff - "Our IV nurse is the BEST at pokes."
- Make the process seamless!

Now live up to it!

# Nurturing Leads Post-Purchase



- Provide exceptional service during ALL their visits.
- Predictability in experience.
- Staff will make or break their experience.
- Consistently educate them on the long-term benefits.

# CONCLUSION AND CALL TO ACTION (CTA)



- Your of persuasion to enhance your strategies and build trust.
- Start building your lead generation system today using these principles.

## **Next Steps:**

- Meet with your staff to map this out and get them onboard.
- Reverse engineer YOUR “dream outcome”.
- Implement your Core Offer strategy.
- Monitor results and refine based on feedback.
- Scale successful campaigns to grow your IV therapy practice.



IMPORTANT

We aren't selling... We are connecting.