

A woman in a superhero costume with glowing blue accents and a cape is shaking hands with a doctor in a blue lab coat. The background is a lush green forest. The text is overlaid on the left side of the image.

# Leading the Regenerative Conversation

**From Conversation → Package → Commitment**

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**This is not about  
selling**

**• Patient interest first**

**Always.**



**It's Not the Treatment.  
It's the Talk.**



# Don't Solve Too Early

Diagnosis  
≠  
Motivation



# I was Over-Explaining... and Under- Leading

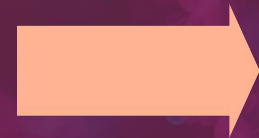
👍 Diagnose

👍 Educate

👎 Hesitate



# The Real Flow



**Conversation**



**Clarity**



**Commitment**





## Before I Talk Treatment... I Gather Intelligence

- ✓ Ask
- ✓ Listen –  
empathize/acknow
- ✓ Let them talk

# Questions That Change the Room

What have you stopped doing because of this?

What have you tried already?

What worries you most?

What happens if this doesn't improve?

# Mirror It Back

**Mirror**

**Acknowledge**

**Connect**



# Empathy Is Strategic



Seen



Safe



Open



**Now Explain It —  
Simple**



**Clear**

**Simple**

**Relevant**

# Two Paths Forward



# Relief vs Repair

## Language

Short Term

Temporary  
modulation

Long Term

Remodeling support



# Micro Yes → Micro Yes → Big Yes

Small agreements build momentum.



# Ethical Conversation

**Clarity**

**Alignment**

**Conviction**



# Micro Yes Questions I Use

You'd like to avoid surgery  
if possible, right?

You don't want this  
limiting you long-term?

If we could support  
healing, you'd be open?

Invite Them In  
“What if I told you...”



# Don't Hand Them a Menu

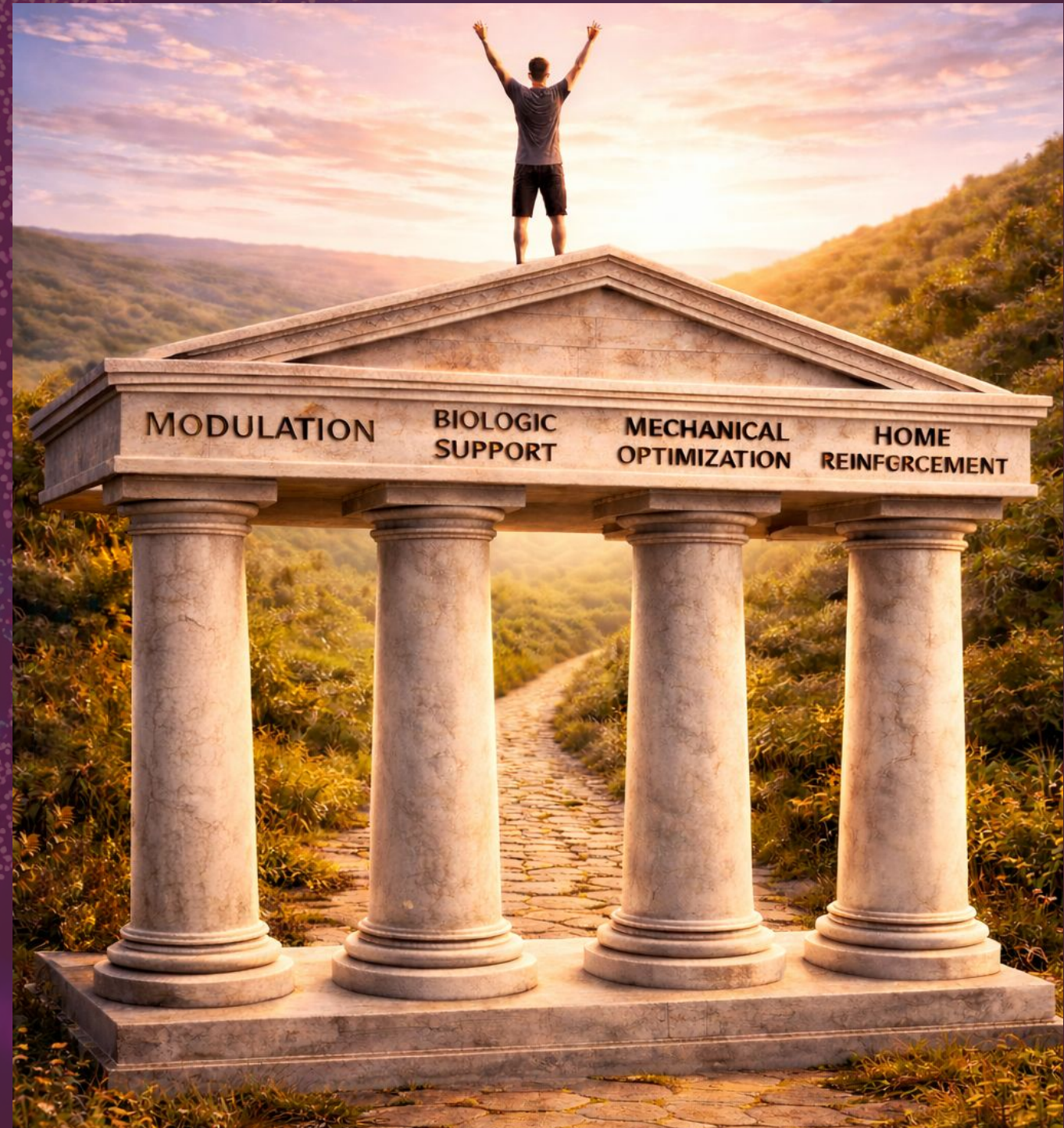


# Packages Should Feel Like a Pathway

Phased

Structured

Outcome-based



# Pillar 1: Modulate & Prime

Shockwave + Laser



## Pillar 2: Biologic Support

Biologic injection





## Pillar 3: Protect the Progress

Biomechanical Support

# Pillar 4: Reinforce at Home



Home red light therapy



Adjunctive peptide support



Foundations - Lifestyle

# Pricing: Price the Plan, Not the Parts

Clients buy solutions, not just services.

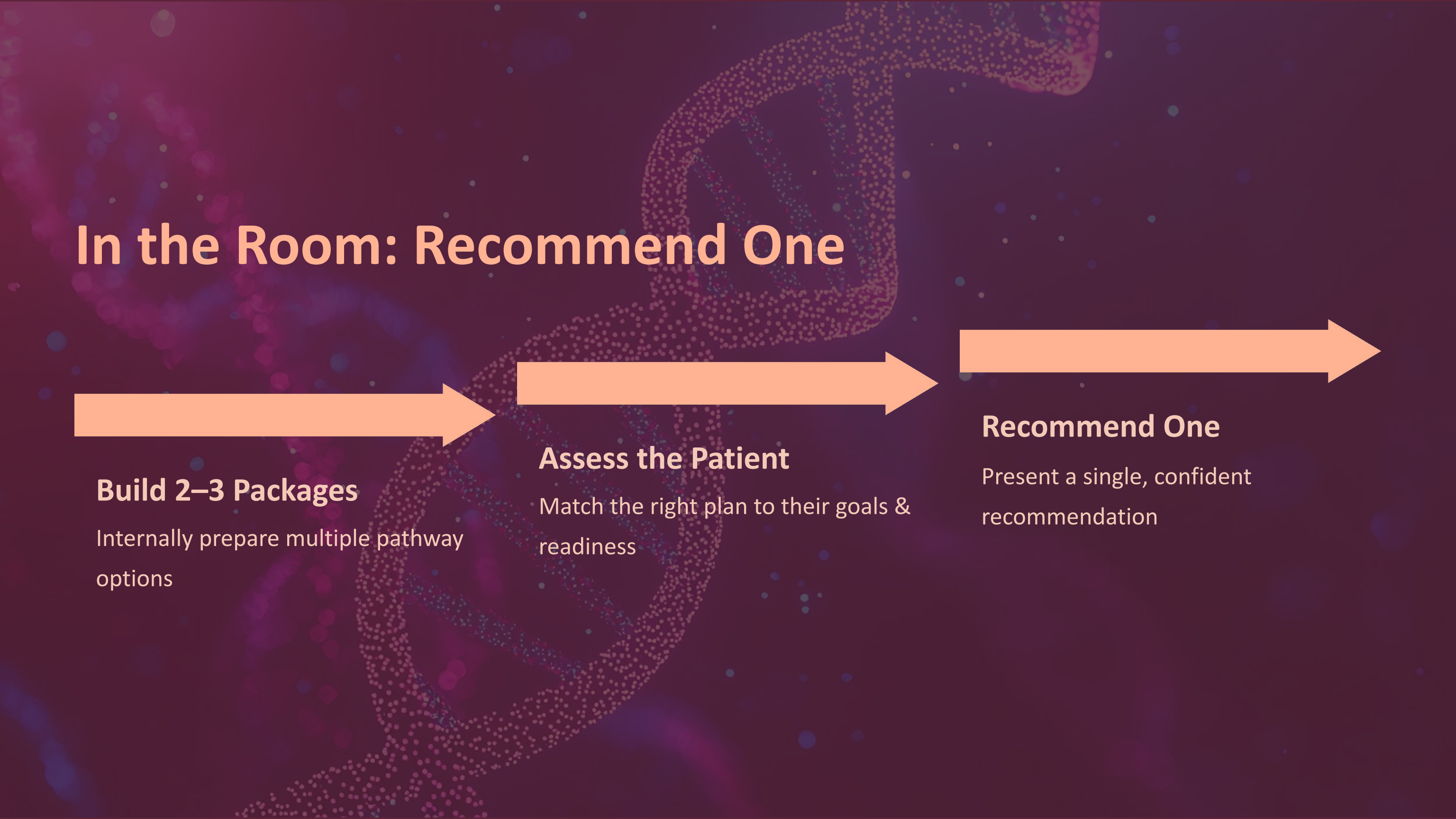


✓ Outcome  
Focused approach



~~Line Item Breakdown~~  
X Avoid this

# In the Room: Recommend One



## Build 2–3 Packages

Internally prepare multiple pathway options

## Assess the Patient

Match the right plan to their goals & readiness

## Recommend One

Present a single, confident recommendation

# Internal Pathways (For You, Not for Them)

## Internal Pathways (For You, Not for Them)

### CORE RESET



**\$1500**  
(\$1600 value)

### PERFORMANCE PRESERVATION



**\$2500**  
(\$2750 value)

### SURGICAL ALTERNATIVE



**\$3350**  
(\$3550 value)

We make a recommendation for the patient on which package is right for them.

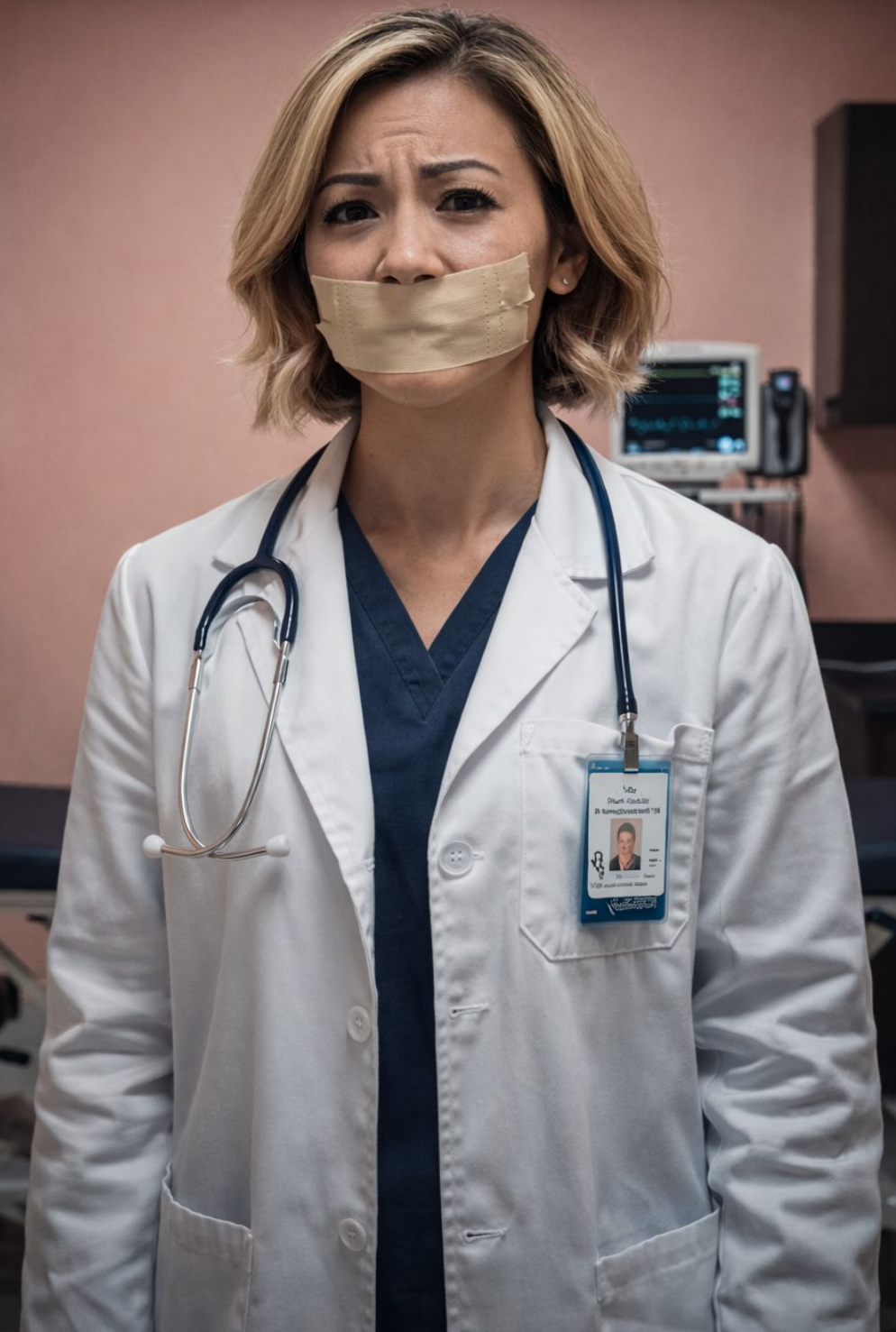


# Make the Recommendation

“We should start today”



# Silence Is a Strategy



**"I Need to Think About It."**

**Unclear  $\neq$  No**





# "It's Expensive."

## 1. Acknowledge

"Why do you think that is?"

2. Don't defend, don't

discount,

and don't panic

3. Shift from price to long-term

results

# The Basics Still Matter



Stretching



Shoes



Lifestyle



# My Secret: I Don't Do the Basics in the Room

1

**Patient packet**

2

**Trained team**

3

**Consistent  
messaging**

# The Whole Rhythm

## Before

- ❌ Explain everything
- ❌ Offer multiple options
- ❌ Defend price
- ❌ Hope they choose

## After

- ✅ Lead the conversation
- ✅ Build structured pathways
- ✅ Recommend one
- ✅ Stand in conviction

This Is Leadership

Conversation → Clarity

→ Commitment

