

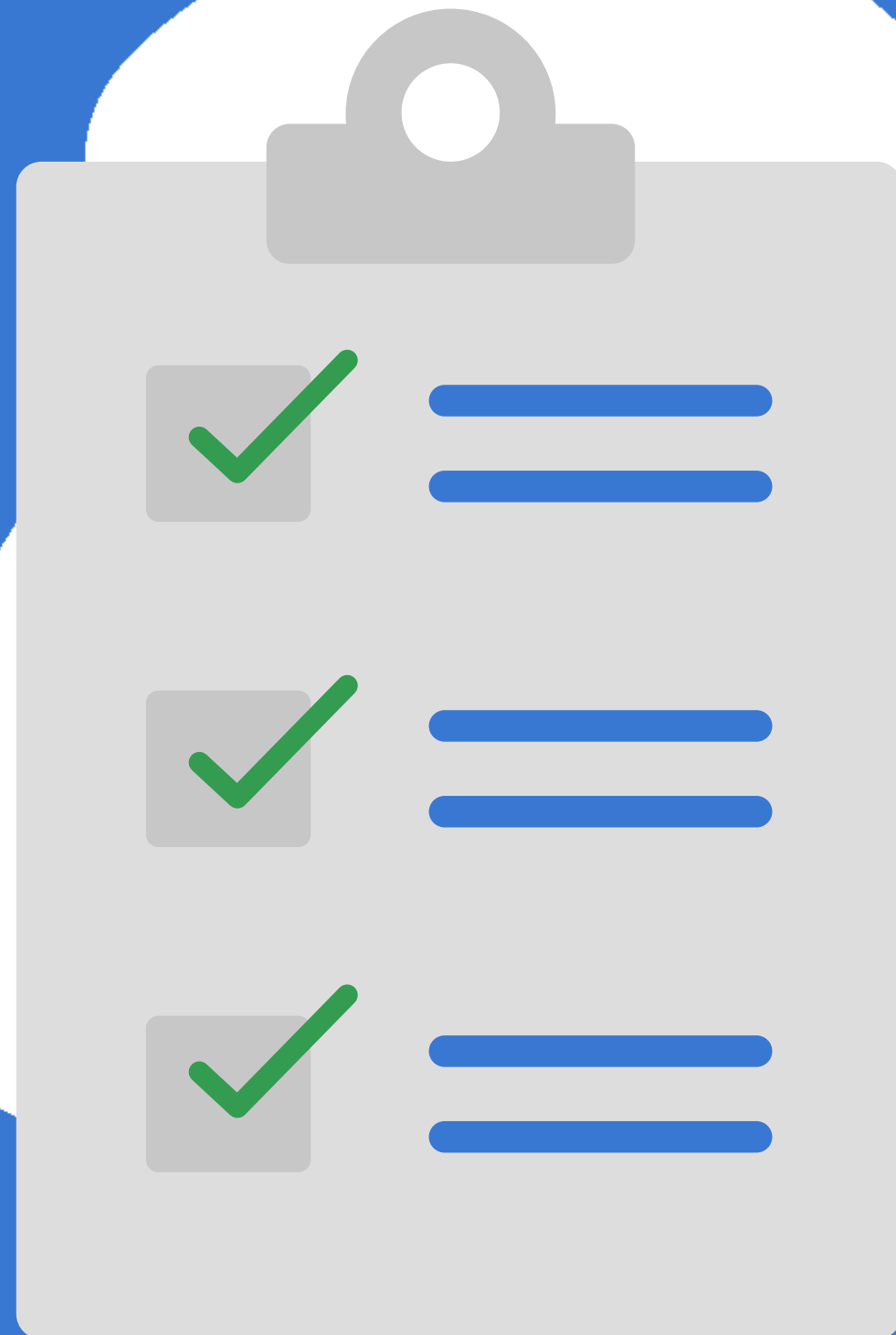
# Module 3: Private Pay Pitch ✓

How to convert more callers to clients



# Overall Goal

You want to help potential clients make an informed decision and hopefully choose to work with the best therapist even if that means paying out of pocket. No hard sales pitch, just sharing helpful information and being a compassionate guide.



# Main Points

## 1. Share Benefits of Choosing This Practice or Therapist

- Practice or therapist areas of specialization
- Convenient location
- Open availability/weekend availability
- Taking other forms of payment
- 1:1 Consult with therapist directly
- Offer superbill on a monthly basis



# Main Points

## 2. Use Positive Reinforcement & Affirmation

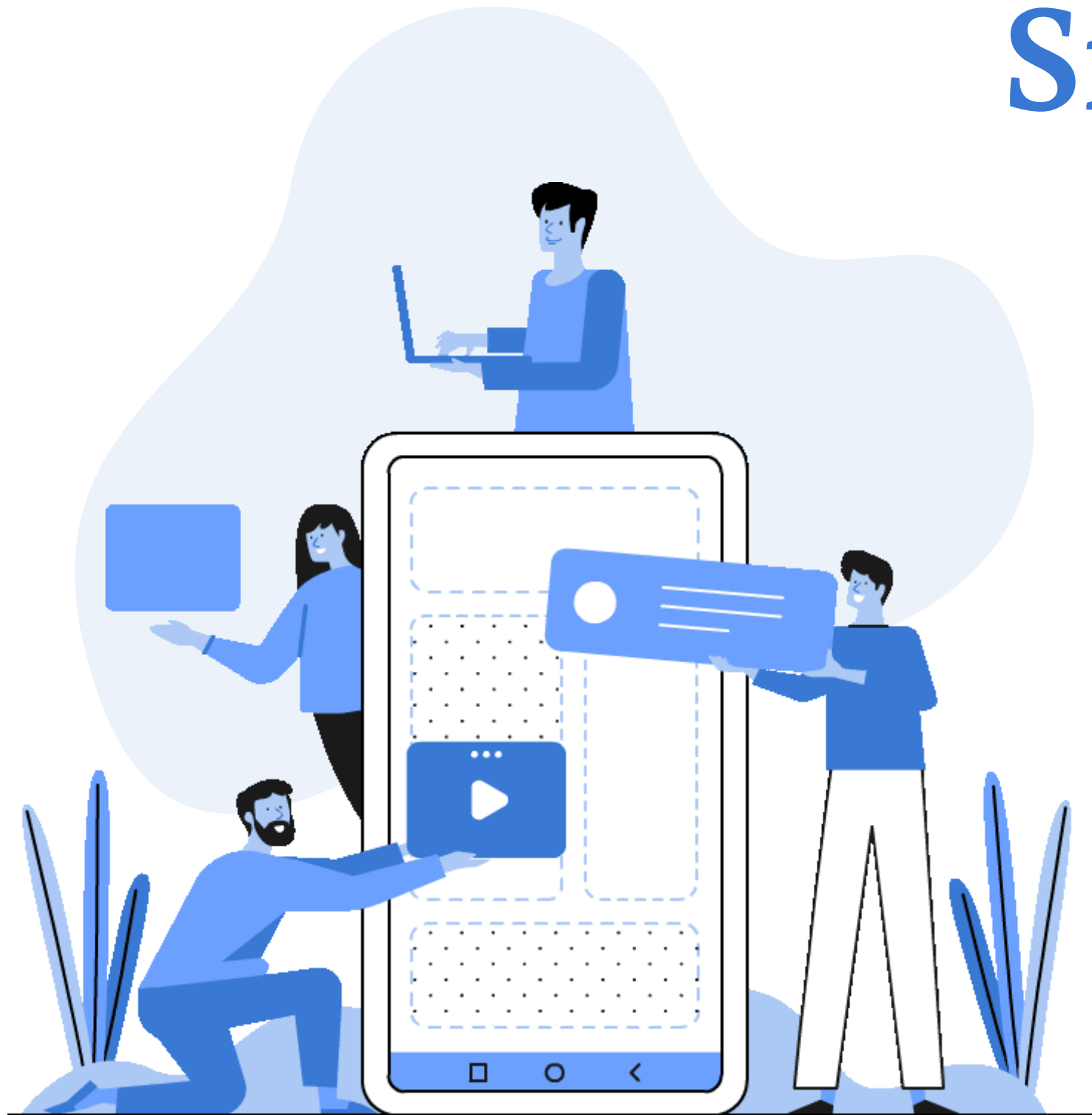
- "You've called the right place"
- High touch, empathy & encouragement

## 3. State the Fee Confidently & Clearly

- Don't ask if the fee is okay with them
- However, make sure they can afford it
- If they hesitate, ask them if a question like "Does that work for you?"
- State your fees clearly on the website so they know if they can afford it



# Make it Easy & Smooth for The Client



## 1. Include a start here on your website

This can make the process less confusing and more positive.

## 2. Have excellent follow through

Be friendly, don't let anyone fall through the cracks, 3+ follow up calls/emails

## 3. Be insurance friendly

Offer superbills, check out-of-network benefits, submit out-of-network claims

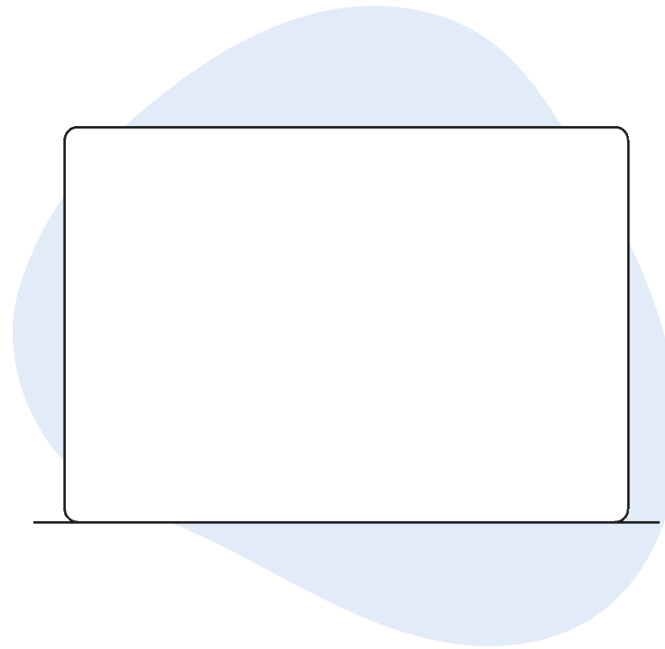


# Explain Why To Avoid Using Insurance



## No Mandatory Diagnosis

Some people prefer to not be labeled



## More Confidential

Insurance companies have access to the client's personal information



## Client Controls the Focus And Frequency of Sessions

Client has more control of their mental health care



# Good Reminder for Clients

"Counseling is an investment in your well-being and your happiness. However, it is important that it works with your finances. You don't want to start counseling with someone you connect with and have to stop before you get the help you need."

