

# HOW TO INTRODUCE YOURSELF TO OTHERS IN HEALTHCARE TO WIN CONTRACTS (UPDATED 2022)



How to present your organization to potential clients for your healthcare organization. You only get one shot at making a first impression. And that one shot could turn out to be worth a lot. Shockingly, most people don't know how to introduce themselves and others for success. So, in this video, I give you simple strategies to properly introduce your healthcare organization to the organizations in healthcare. Watch this video to discover them now.

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<https://www.youtube.com/channel/UCGH8pKC8MWT39yRt9a-NYvg>

You are looking to get a long-term relationship with healthcare organizations. So you will need to have your presentation pack ready to discuss your services and what you offer. It's important to understand the needs of the healthcare organization. In this video, I will be discussing how to get clients to say yes and provide you with a healthcare contract.

Remember in the previous video I mention how to handle call objections, please watch to help you with different types of objections.

First what type of business contract are you looking to get for your healthcare agency? Is it perm or temp placement of healthcare staff, doctors, nurses, or healthcare assistants?

Make sure you have a presentation on your company information which you can gather from your website is usually a great way to present your company. Use information such as:

- About Us
- Services
- Home page
- Contact us page
- Prices you charge
- Terms of business

Right so now you have gathered the information you have put onto a word document you are ready to do business and approach the healthcare organization you want to work with.

Make a list of your database of the healthcare contracts types, for example, do you want to work with the following:

- Residential Care Homes
- NHS Hospitals
- Private Hospitals

Now you have your script ready to make contact, here are some tips for types of appointments you make want to do:

### *Introductions*

#### Face to Face meetings

1. Ensure you have the name of the person you are going to meet, send them a quick email to confirm the booking to discuss how you can help them, by providing healthcare staff.
2. Dress smart, I always prefer to wear a smart suit or a dress with a jacket, comfy shoes, that look smart.
3. Where are you going to keep your presentation information pack, have a smart briefcase or a folder. Leather Document Case, you can get them from Amazon.
4. Now you are ready to knock on the door, the door opens, and you say: Good Morning, introduce yourself say who you are and what is the name of your company. I am here to meet the care manager's name; we have an appointment. If the person, who answers the door as a name badge, call them by their first name. They show you into the manager's office, and you again introduce yourself and the company. Compliment them on the home, and then take a seat.

5. Now you have their attention, open your leather document folder, and pull out your presentation pack and hand it to the manager or whom you have the meeting with.
6. You will then be discussing the content in the presentation pack about your company's service, price, staff, and availability.
7. You will finish up with a close of finding out how many staff they require, with start dates and time, with the rates agreed.
8. You will take notes during the meeting to ensure you have listened to the needs of the home.
9. Once the meeting as finished you will stand up and say what a pleasure it was to meet them, and that you will follow up with an email confirming what was discussed and the agreement to be signed before the staff covers a shift.
10. Then call to confirm that got your email, and that there are no questions that need answering.
11. Thank you for their time on the face-to-face and over the phone.

### Over the phone calls

In my previous video, I talked about objection handling. You have called the care home and you have the manager on the phone. Introduce yourself and the company and thank them for the time to take your call. Let them know it will be a quick call, to discuss you meeting the needs of the vacancies they have. Ensure you are speaking to the right person, and use their first name, so its not too official. Compliment them on the home, and how beautiful it looks online. Ensure you have done a quick view of the home. Then begin your telephone script, that you have prepared in advance ie your presentation pack.

## Zoom online

When you have arranged to do a presentation online via zoom etc. This must be done where the potential customer can see your face online. You must make sure you have a quiet environment, and that your background is clutter-free. A good way of doing this is to have a screen up so they can only see you, they do not need to see family in the background ie a fabric screen or divider screen can be used.

Make sure you are looking smart in a nice shirt, blouse, etc with trousers, or skirt. Looking presentably decent attire. You will need to ensure you are looking for your best.

Then you will share your screen and start the presentation from your computer about your company as I have listed above company information and services you provide.

Ask any questions to the potential client to see if they understood what you said. Go through your presentation of about 30 mins max. Then discuss how you can help them; with the shortages, they are currently experiencing. Once you have completed your presentation, again ask them if they have any questions, and then look to close the client.

Offer to send them the presentation pack for guidance, once you are ready to close, get some dates, and types of staff currently needed with the agreed start times. Thank them for their time and let them know if they have any questions to get back to you. Then sent over the agreement to be signed.

Watch our video on Youtube: How To Introduce Yourself to others in healthcare to win Contracts Updated 2022.