Lifetime

Patient Method

CONSULTATIVE SALES TRAINING

Better Patients. Stronger Relationships. Lasting Impact.

FREE SAMPLE LESSON

Selling Without Being Salesy

Taught by Brooks Loughry. More than 20 years inside the aesthetic medical business, starting on Allergan's strategic consulting team and working directly with many of the top 10% of medspas, dermatology, and plastic surgery practices in the country.

HOW TO READ THIS LESSON

Every lesson, at a glance

Every lesson in the course follows the same simple order, so your team always knows where to look. Read the concept to understand it, check who it's for and the wins, glance at the caution flag, and confirm how to apply it. Nothing buried, nothing padded.

1. What it is	The core concept. The philosophy behind the approach. This is the main part.
2. Who it's for	Which practices and patients this lesson applies to.
3. How to apply it	The practical steps: mindset, script cues, sequence.
4. Key wins	What the practice and the patient both gain.
5. Watch out for	A short pitfall flag only, never a wall of warnings.

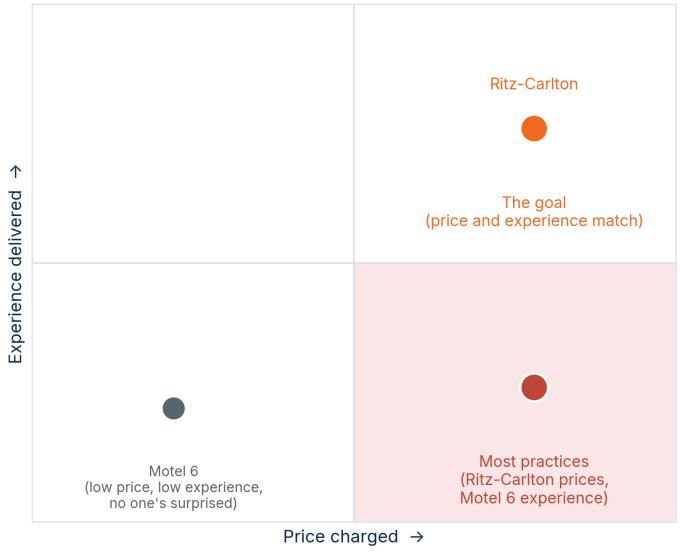
One more thing in the full course. Every lesson also ends with a short self-check, a few questions to test whether it changed how you'd run that part of your practice.

Selling Without Being Salesy

Discounting should be a four-letter word in your practice.

WHAT IT IS

Sales is guiding people through a sometimes complex purchasing decision to connect them to the solution that best solves a problem they did or didn't know they had, in exchange for equal or greater value. That's not manipulation, it's the lifeblood of the practice. Discounting should be a four-letter word: your plumber doesn't do it, your electrician doesn't do it, your orthopedic surgeon doesn't do it. The fix for a price objection is never a straight percentage off, it's a bundle, a loyalty program, or a rewards structure where something moves both ways. And it takes a whole team speaking the same language, not just one confident closer.



The gap most practices live in

WHO IT'S FOR

- Front desk staff who don't know the current offer or plan being discussed
- Injectors who avoid the money conversation and hand it off awkwardly
- Patient coordinators winging objection handling instead of following a shared framework

HOW TO APPLY IT

Step 1 **Practice, Drill, Rehearse (PDR)**	Confidence isn't personality, it's preparation. Scripts get rehearsed out loud before they're used live.
Step 2 **Listen**	Let the patient finish the objection completely before responding. Most objections are half-answered before they're even heard.
Step 3 **Acknowledge**	“Tell me what you think about that” beats “it's not really a lot of money when you think about it.” Never argue the objection away.
Step 4 **Explore**	Ask what they were expecting to pay, or what specifically feels like a lot. Get underneath the surface objection.
Step 5 **Respond, then check back in**	Answer directly, then confirm: “does that help?” Don't just deliver a rebuttal and move on.

SCRIPT CARD

“ Listen, Acknowledge, Explore, Respond

Patient: That sounds like a lot of money.

Listen: Let them finish completely. Don't jump in.

Acknowledge: “Tell me what you think about that.”

Explore: “Is it more than what you were considering paying?”

Respond: Answer directly to what they actually said, then check back in: “does that help?”

Brooks Loughry

KEY WINS

- A team that never defaults to a discount under pressure
- Consistent messaging from front desk through checkout
- Higher-margin bundles instead of straight percentage-off deals
- Objections handled early and confidently, not avoided
- A shared script everyone on the team can actually use
- Fewer coordinators quietly undoing an injector's treatment plan
- Stronger team confidence going into money conversations
- A practice that competes on value, not on being the cheapest

WATCH OUT FOR

A patient coordinator telling a hesitant patient “you don't need all that” undoes everything the injector just built in the room. One misaligned team member can talk a patient out of a plan the rest of the team spent the whole visit building toward. Everyone needs to be rowing the same way.