



8 Steps to Sales

Dr. Ferlic's 8-Steps to a Successful TayCo Brace Sales Meeting/Call

The following are proven techniques to selling the TayCo Brace's features and benefits, and most importantly, making a lasting impression that will lead to increased future sales.

Step 1: When scheduling an appointment with a Physician/O&P, please ask him/her in advance for his/her shoe size and to please bring his/her jogging shoes to the meeting so you can fit him/her with a demo.

Step 2: Please walk into Physician/O&P's office with the ROM TayCo fitted over your jogging shoe so that the he/she can observe you walking with the TayCo Brace. Please explain to him/her that: *"The ROM TayCo provides complete stability to my ankle for inversion and eversion, while allowing me to function."*

Step 3: Please hand the Physician/O&P a Fixed TayCo Brace, so he/she can hold it, and make the following 3 comments:

1. *"TayCo Brace is 14 oz compared to 2 ½ - 4 lbs. for a walking boot."*
2. *"TayCo fits over your own shoe, and you can use your own orthotic, unlike any other AFO."*
3. *"Because of this, TayCo has no leg length imbalance to injure a patient's back, hip, or knee."*

Step 4: After the Physician/O&P has held the TayCo Brace, please hand him/her the Podiatry Today "Top 10 Innovations 2019" sheet.

Step 5: Next, give the physician the Prescription Form and state: *"These are the Top 40 ICD-10's for ankle problems"* and Commence the following conversation with the Physician/O&P:

- Ask *"Do you treat any of these diagnoses?"* Then listen to his/her response.
- Say: *"TayCo is indicated for that, and there has been a lot of successful use with that diagnosis."*
- If he/she asks more specific questions, offer a time for Dr. Ferlic to call them 24/7.

Step 6: Please hand the Physician/O&P the Reimbursement Details for your state with TayCo's Suggested L Codes and Reimbursement amounts.

Step 7: After the Physician/O&P has read the Reimbursement sheet, please fit him/her with the TayCo Brace over his/her own jogging shoe, and encourage him/her to walk around the practice with it.

Step 8: Please inform the Physician/O&P that the TayCo Brace is used with a good, rigid/semi-rigid jogging shoe, work boot, or diabetic shoe*.

**Features of a good shoe: 1. Extra depth because of necessary orthotic, 2. Pseudo leather throughout, which makes the shoe more durable than mesh, and less likely to deform or impinge with TayCo, 3. Rigid or semi-rigid throughout the heel and mid-foot, 4. Heavily padded at the sides and the Achilles for comfort with TayCo.*

A rigid or semi-rigid jogging shoe will make TayCo and the orthotic better, and TayCo will make the jogging shoe and orthotic better.