

## **Systems for Success**

### **Creating and Managing a Nutritional Cash Practice**

Taught by Lori Vashaw, BS, Certified Herbalist, and Adult Educator

- How I Built My Practice
- Creating Your Dream Practice
- Attracting New Clients to Your Practice
- How to Interest People and Generate Referrals
- Office Visits—Initial and Follow-up Visits
  - How to conduct each type of visit
  - How to follow up and follow through with clients
  - Goal setting with clients
- Client Compliance and Retention
- Role Play
  - How to answer difficult questions from clients
- Systems and Tools to Support Your Work
  - The process
  - Forms, handouts, educational tools
  - “The Diet” aka “Lifestyle Plan”
  - Software to manage your clients, inventory, case notes
  - Tools for compliance
- Employees
  - Their role in your practice
  - Their role in client care and compliance
  - Employee wellness program
- Training to Attend
- Observation Period

Lori Vashaw opened Riverview Wellness Center in June 2002. When she opened the center, she had approximately 30 nutritional clients whom she was seeing out of her home in Oswego, N.Y. Currently, Lori is seeing approximately 100 nutritional clients per week using Standard Process and MediHerb products. She has a nutritional cash practice that generates over .7 million dollars annually. Learn the systems that Lori uses to manage her practice, clients, and employees in this two-day workshop. Each participant will receive a CD containing all the forms discussed in the workshop. The workshop will also include an on-site tour of the center. Seating is limited to 28 participants.

**Date: October 28 and 29, 2012**

**Offered at the Riverview Wellness Center and The Beacon Hotel in Oswego, New York**

**Hours: Saturday 10 a.m. – 5 p.m. & Sunday 9 a.m. – 1 p.m.**

**Cost \$300 per practitioner/support staff \$250**

**To register, contact Laurie Doty at 315-343-9975/email:Laurie@riverviewwellness.com**