

“Do Pharmacy Owners even need Business Mentors?”

How To Ensure A Highly Profitable Return On Your Investment!”

Do You Know How To Find The Best Business Mentor For You And Your Pharmacy?

“THE 5 VITAL KEYS TO FINDING THE MENTOR WHO WILL UNLOCK YOUR PHARMACY’S REVENUE AND PROFITABILITY- REVEALED”

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Leading Pharmacy Business Mentor, Coach and Marketing Strategist, Says

Enough is Enough: Stop Wasting Time and Money on Band Aid Approaches

You're feeling depressed as you look around and question what you're doing, how much longer you can continue and whether or not you should still be in business at all.

Times are tough, no question. The golden years of pharmacy are over but you are still motivated and keen to make your difference in your community and you want and need to earn a living and maintain, even improve your lifestyle.

Your employees are feeling sluggish, sales are down... and as the pharmacy owner, it is up to you to constantly lead and inspire your team (and yourself) every day.

The same as you tell your customers to take their medication every day, I prescribe that you work on your business and inspire your staff every day!

If you do that then you can turn things around: start to increase your profitability again, improve your sales, create a new lease of life in your business and your staff with a great plan, efficient systems and structure and productive, engaged staff.

But, it's a challenge to achieve all that on your own, even with business partners. The fact is, if you could have, you already would have, right?

So, it may be timely and worthwhile to consider a business mentor or coach.

If it is, then read on to discover the 5 questions you can't afford to forget and what you *must* know in order to choose the best business mentor for your pharmacy.

These questions are critical for you to ask to ensure you get an excellent return on your investment of both time and money so you create impactful changes for the future survival and health of your pharmacy business.

But why listen to me, how do you know I'm the real deal?

You're a pharmacy business owner who wants to build a bigger, more loyal, customer base fast...

So who do you listen to?

I think you'd have to agree, the smartest decision would be to follow the advice from someone...

- Whose team building strategies and sales and marketing ideas has helped pharmacy business owners increase sales by millions of dollars over the last 20 years...
- Who is a leading Pharmacy Business Mentor, Coach and Marketing Strategist who increases front of shop revenue by up to \$200,000 in 12 months or less (on a turnover of \$2 million).

Well, that's me, Linda Miller, specialist Pharmacy Business and Marketing Mentor and Trainer and an Organisational Psychologist.

Over the years, my clients have paid me thousands of dollars for my advice and now you can learn for FREE how to find yourself a high calibre coach.

But don't take my word for it,

Look at what Luke Kelly Of Mall Pharmacy In Singleton, NSW had to say:

All that information is out there for me to get but you saved me having to go get it and you put it in a step by step process to learn it. That you've spent the time has probably saved me a multiplier of a minimum of 10 in terms of time and money saved...and everything you do, you reference. You've got the knowledge, you've got the background and you'll explain. You have a rationale to get us to understand the logic and I think that's really valuable. I'm probably still a little amazed that there is such structure, that you believe you're doing it 80-90% right and then remarkably you discover you're only doing it 20% right. You don't know what you don't know but the big surprise is that this is about growth and self development. It's about finding your strengths and building on your thinking and you tailor it to our business. You really do understand the pharmacy game well. The most important thing that people should know is that it will ultimately save you time and effort and organise your head so you can deal with the day to day stuff. I would recommend the program to other pharmacy owners because it really has helped me.'

Before we go any further, let's get clear here... take a minute and think about this...

Roger Federer Is An Acknowledged Champion.

18 grand slam titles including this year's Australian Open. The man is a champion. How did he get that way? God given talent? A lot of hard work? Ambition? Pushy parents?

There Is A Formula To Success...

whether it's in sport or business. Who taught it to Roger Federer? Or did he figure it out for himself?

Today, having a community pharmacy business is a challenge. How do you stay at the top of your game these days?

The fact is most pharmacists have never been trained in how to run a pharmacy business- fully understand the financials, lead the team or successfully undertake cost effective and impactful marketing.

Some pharmacists manage to learn some of these skills on the fly, most often from family or friends in business or in pharmacy. Some have had some support from their banner groups.

And all this can help but how do you know you're on the right track or creating the best conditions for yourself to win? The proof is in your bottom line and, let's face it, how many pharmacists are 100% content with their business right now?

There are a few pharmacies out there that are managing to maintain their profitability and turnover in this harsh environment of PBS cuts, price disclosure and competition from discounters, but they're in the minority.

The Advice And Strategies That Served You In The Past No Longer Apply.



Just as Federer plays with a different style racket to 20 years ago and trains differently to how he used to, your pharmacy and the business conditions have changed.

This is uncharted territory for community pharmacy and requires new tactics not only to survive but to rise above the competition, cement yourself in your community and maintain a solid, healthy and- most importantly- growing bottom line and a fully optimised business and systems.

These will give you peace of mind, financial security and the satisfaction of knowing you have the skills and resources to steer the ship through

good times and bad to calm seas otherwise known as excellent profitability.

Roger Federer has coaches to fine tune his game, his strategy, his mindset and his physical performance.

What about you?

As a pharmacy owner who's serious about your pharmacy as a business as well as providing optimum value to your community and customers, how could you expect to achieve that with **only yourself** as your frame of reference and maybe moderately successful well meaning friends or family to guide or support you?

If even a champion like Roger Federer has a coach, is it time to start considering one for yourself and your business?

[Here's a case study from a PPS client. Can you relate to this?](#)

John still had a decent pharmacy business even though it wasn't the business that it was 10 or even 5 years earlier. Back then, he had plenty of foot traffic in his location, leading to customers flooding through the doors without him having to do any marketing.

He had time with the family and loved his weekly golf game. Life was pretty good.

His biggest problem was getting his staffing numbers right.

Fast forward to 12 months ago and this was still a big problem for him.... but, instead of being short staffed he was now overstaffed. Worse yet, because business had dried up, he was now working more often in the pharmacy himself to save on locum salaries.

He was also having to deal with dispirited, unmotivated staff and diminishing profits and revenue as discounters opened up nearby and price disclosure caused a regular painful bite to be taken out of his bottom line.

He was still in the black but cash flow was becoming a bit more of a struggle..... and he really missed his weekly golf game!

He was talking to a pharmacist friend one day and discussing business coaches. John had always thought they were a waste of time and money but admitted he needed some external input to help him turn the business around. He said though, he had no idea how to find a good coach. His mate recommended PPS and suggested he put us in contact with him.

[What Happened Next?](#)

We worked out where he needed help and the first 3 months was focused on triaging the main problems. First up John regained 10 hours a week to work ON the business (and reinstate his weekly golf game!) then it was on to creating a strategic marketing plan and getting his staff on board for all the changes.

And The Results?

At the end of 3 months, John was delighted to find he was back in control of his business, understanding his numbers, having set and begun tracking his KPIs accurately and basing his business and marketing plans around them. Not only that but he was clear on his objectives and the steps to take to achieve them.

Now granted there were hiccups along the way but with our guidance and his own determination to persist and succeed John achieved the following after 12 months coaching using the strategies we taught him:

- ✓ **decreased his time in the pharmacy by 25%**
- ✓ **improved retail sales turnover by 27%**
- ✓ **increased Gross Profit from 33% to 37%**
- ✓ **10% increase in customer numbers**
- ✓ **Optimised revenue from professional services, adding an extra \$32,300 in profit**
- ✓ **A suite of effective marketing strategies that generated a minimum of 100% Return on investment each**
- ✓ **Happier more productive staff**
- ✓ **Optimised systems in the dispensary and front of shop**

So, even with John's success in mind, consider....

Why Would You Hire A Business Mentor/ Coach?

Having a highly skilled and appropriately experienced business coach or mentor can take your business from good to great or from floundering to reaching solid ground and building the foundation for greatness.

An excellent business coach will provide you with:

- the tools and support to create ongoing stable profitability
- marketing strategies that deliver a sustainable stream of new customers
- effective methods of engaging, developing and enhancing loyalty from customers
- tips to create a motivated team who are your elegant weapon for graceful sales with integrity
- a method to create a suite of product and service offerings that are perfect for your customer base
- a system to understand and respond to customers' changing needs and expectations.

A good mentor knows when to push you and when to support you. Most importantly, a great coach or mentor will teach you the skills to manage and grow your business yourself, ultimately making themselves redundant.

They should provide you with:

- ✓ proven strategies that work in community pharmacy today
- ✓ support and accountability to keep you on track, creating and working to your plan until your objectives have been achieved.
- ✓ a feeling of comfort from having someone 'in the know' that has your back and will help you push through the tough times into sustainable success.
- ✓ learning and resources so you can continue the journey yourself in the medium term

The outcomes of hiring an excellent professional mentor:

1. a set of solid, tried and true business skills and resources
2. a new but lasting capacity to be nimble and responsive to customer needs and looming competition
3. financial security
4. a wonderful sense of achievement and pride, excitement and confidence about your future
5. peace of mind
6. time
 - a. to continue to further refine your business and success AND
 - b. for the kind of lifestyle you love, whether that's more time with your family, traveling, golf or whatever.

This is all about maximising your quality of life.

But the question remains-

How Can You Achieve This All On Your Own?

Sure, there are courses you can do and plenty of education available- even through professional pharmacist organizations like the PSA and the Guild- not to mention the research you can do online, the advice and guidance you can get from colleagues, friends, family but how do you put together the right mix of strategies for you, your business and your ultimate success?

It's really challenging to create a winning formula tacking together various of those elements.

- How do you know who to trust?
- How do you know their advice is correct for you and your business?
- Is it up to date, does it apply in these rapidly changing times?
- Are they really great ideas- are they proven in this marketplace and commercial environment?

It's all very confusing and for many pharmacists, it creates inertia as fear of making the wrong decision leaves them paralyzed, watching their sales diminish and not having any sense of certainty about the best way forward.

In the end, often the only accountability comes from the bank when things get dire or your well meaning accountant as he or she can see the story in your numbers.

You can continue to try and muddle through on your own, taking bits of advice from different sources, piecing it together and hoping for the best or....

you can hire an expert who has done all the research, tested out and fine tuned the strategies and created methods and a system that creates successful results for pharmacies.

When I started the program I'd lost a bit of enthusiasm for work and the industry. By the end of the coaching, I feel much more enthusiastic and centred and I have a better idea of where I'm heading. Getting feedback has been very helpful with organizing the staffing, I've certainly gained more income with professional services and having more focus on that. I've also improved my time management skills. It's given me more time out of the pharmacy when I've wanted it too. We've increased clinical interventions 6 fold, got our staff on board and by doing that increased our front of shop sales by 3-5% over 12 months, with some key categories improving over 600%. In the last 12 months it's made a significant difference to the business at a time when pharmacy is going backwards. Script numbers have increased, FOS percentage growth have been healthy, clinical interventions have increased. I would recommend the mentoring program where your pharmacy has come to a bit of a standstill and you need to think outside the square, look outside for a bit of inspiration and some help.

Jeff Nelson, Terry White Chemist, Lavington

So if you're serious about building your business by leveraging the best expertise and resources then keep reading....

Your biggest issue in finding that great mentor/ coach is knowing who can actually deliver the results.

If you trust the wrong business coach, the results can be disastrous: wasted time and poor return on investment; disgruntled, cynical staff who now refuse to care about you or your business and make matters worse turning off customers and reducing sales further; wasted energy, time and monetary resources on expensive marketing strategies or products that don't work, moving you further into the red.

Get the right business coach or mentor for you and your pharmacy though and their value is beyond measure.

The challenge for any business owner, whether it's a pharmacy or another business is 'you don't know what you don't know'.

An Experienced Business Coach Will Expand The Breadth Of What You Do Know.

They should ask you great questions that make you think critically about your pharmacy business. A highly experienced mentor or coach will bring a new perspective and help you to take your business to the next level.

They're especially valuable when you're at that point where you're feeling overwhelmed either by all the opportunities or all the problems you're facing at once.

A Great Coach Will Help You Prioritise.

Whether it's issues or opportunities, they'll teach you to work through them in an organized, structured way. You'll achieve better results and make more money more quickly, reduce mistakes and take advantage of more opportunities with greater speed.

An Excellent Mentor Will Provide An Objective Point Of View.

Most importantly, as a business owner, it's easy to feel isolated, even if you have business partners, a great mentor will provide an objective sounding board and unbiased opinions and is someone who will be direct and honest with you, holding you accountable, challenging your thinking and being a confidante, providing you with some confidential, quiet space in which to reflect as well as making sure that your best ideas reach fruition.

As a business owner, sometimes it's hard to see the forest for the trees and you can easily develop some blind spots. A good business mentor will shine a light on these areas, push you out of your comfort zone so you improve and/or coach you and provide you with fresh solutions or strategies you may not have known about.

When I started coaching, I was not in a good place business and personally. I didn't have any professional support and needed outside eyes to help steer us in a better direction, get us better organized and better equipped to deal with all the issues that were coming up. (Plus we had) a number of staffing issues providing us with additional challenges - not motivated or not doing the right thing. (We are now) working much more efficiently and fixed systems because of the things we learned in the program. I've gained 4-5 hours a week.

Different ways of working with customers and staff have improved our bottom line. The organisational systems (have been) very helpful and most useful is learning how to get better staff performance and 'buy in'. When they perform better, the bottom line improved. Doing the program has been an eye opener for me, about doing things differently, it's been useful for giving me tools and.....it's been very good for me."

Patrick Carrig, Carrig Chemists, South Australia

These benefits can be achieved with either an excellent business coach or a professional mentor. The terms are often used interchangeably but shouldn't be as there is actually a difference between the two.

The Difference Between A Business Mentor And A Business Coach.

Both coaches and professional mentors are paid for their time and possibly the resources they provide too. They can provide both individual and group coaching depending on their experience and background . Both ensure you are accountable and follow through so you stay on track and complete agreed actions, strategies and advice.

But there are a number of key differences between a business coach and a professional mentor which makes professional mentors often a more desirable choice for pharmacy owners and their businesses.

Business coaches are task focused and action oriented and will help you get things done. The focus is on concrete issues. They can teach you a new skill (like selling skills) or make changes that will improve an outcome (like helping you refine a marketing strategy) and then they disappear into the sunset, having left behind the new skill or change in your business.

Coaching is performance driven. Mentoring is development driven. Its purpose is to develop the individual not only for the current situation, but also for the future.

Business mentors have a strategic focus and are relationship oriented.

They generally have broader experience including building, running and owning successful businesses and provide knowledge and guidance and challenge your thinking based on years of experience. They generally have more life and commercial experience than coaches, allowing them to guide you on business issues but also some personal ones like balancing business responsibilities with the rest of your life.

Where a coach can improve specific skills that can be measured in increased retail sales or reduced costs, a mentor improves your confidence, leadership and decision making abilities.

Coaching doesn't require much planning. Once the skill deficit is identified and communicated, it's straight into coaching but a mentor will identify your personal and business long term goals and create a plan with you to help you achieve it.

Hence, coaching is short term but mentoring goes for 12 months or longer as a relationship of trust must be built so the mentor can observe and the client can share their real issues impacting their business success.



Choosing a business mentor or business coach means deciding whether you need strategic help or tactical help.

Ideally you would seek out a mentor that could do both- help you at a strategic (and to some extent personal) level as well as provide you with specific systems and guidance to develop complimentary skills that ensure you achieve your goals and objectives for your business and lifestyle, now and in the future.

There are a multitude of business coaches out there. So many of them talk a great game but that is their greatest strength. How do you sort the wheat from the chaff?

Here Are The 5 Vital Due Diligence Questions That You Must Ask Your Potential Mentor/ Coach

“If you don’t tick all of these boxes then you are throwing away sales and profits and flushing your investment down the drain!”

QUESTION 1 – Experience

What experience does this person have: is it more or different or better than mine?

Have they had experience as a coach and as a small business owner?

What industries?

How can that benefit me?

What is their specialist industry or skill niche? Do they have one?

What's their track record?

QUESTION 2 – Integrity

What evidence is there of the mentor/ coach’s personal and professional integrity?

- Are they up front about fees and results?

- Do they offer a guarantee?
- Are there testimonials and referees available that confirm their integrity as a professional?
- Do they offer a free or low cost consultation so you can get to know each other and see if there's a good fit between what you need and they can offer?
- If they coach me, will they challenge me to step up to my greatness, to be accountable for getting things done? What examples or case studies of this can they illustrate with?
- Will they let me get away with not completing things? Are they just too nice?

I know you're busy, so am I, but pick up the phone and call me now on 03 9028 4785 for a 15 minute FREE discovery call to see whether we're a good fit for each other. Let's discuss our options and alternatives and talk about your business.

QUESTION 3 – Communication

Can I communicate well with this person?

Do they ask questions and carefully listen to my responses and concerns?

Do they understand and care about me and my business? Do they seem to 'get' me, my concerns and my business?

Do we share similar values? Do I feel a connection with them and find their style or ideas, inspiring?

Do I like them or feel we have good rapport?

QUESTION 4 – Capacity and Resources

Can this person guide me to identifying and achieving my professional and personal goals?

How will I know?

Do their skills match my goals?

What systems and processes do they provide to support me?

What evidence will I have of achievement?

QUESTION 5 – Commitment

Does this coach display genuine passion and enthusiasm specifically for community pharmacy and business? How is that evident?

What do they say and do and what have they achieved themselves that gives me confidence that they are really committed to and care about helping community pharmacies in particular succeed?

Does the mentor/coach have expert status? Do they speak, write and teach on their specialist knowledge or topic?

BONUS QUESTION – Your Commitment

And finally a bonus question that you must ask yourself:

How much responsibility am I prepared to take?

How much and what do I expect of a mentor?

Will they provide accountability to keep me on track? How much and what sort?

Do they have the structures, experience, flexibility and support to help me keep going when my efforts or enthusiasm flags?

Am I prepared to keep going in the face of obstacles and set backs if I know what my goal is?

Are You Ready To Commit?

If you can honestly say that you are as prepared to commit to the process as your mentor is and willing to do the work, knowing it will take time to make changes but prepared to work steadily, overcoming hurdles (with the support of the right mentor for you) then you will greatly benefit from having an experienced professional mentor/coach.

If you'd like this to be your reality then be sure to choose the right mentor and then capitalize on their knowledge. If you do, you and your business will prosper in pretty much any economic and market conditions and you can enjoy the fruits of your labour, just as you deserve.

The first step is to this new level of success in your pharmacy is to call on an expert and ask the questions.



PPS have a proven formula and a verified track record that will help you get the results you want.

So the question is...

Are you going to continue to struggle, never quite achieving the pharmacy business goals you've set for yourself and continue to lose money and confidence in your ability to run a successful pharmacy.

And...

Will you continue to pay the price...

Both financially and emotionally that comes from the frustration of working long hours and worrying about cash flow and dwindling revenues?

Or...

Are you *really* ready to learn and implement, discover easy techniques and strategies to hone your skills as a pharmacy owner, to...

- Increase your revenue and profitability
- Develop your leadership skills to motivate your staff to sell more
- Grow a loyal customer base to create a sustainable business into the future, and...
- Have the lifestyle you deserve?

The decision is yours... but I think you'll agree the choice is clear.

I encourage you to call me now on 03 9028 4785 for a 15 minute FREE discovery call to see whether we're a good fit for each other. Let's discuss our options and alternatives and talk about your business. If we are a good fit for each other then we can go ahead and book you in for a Business Analysis and Review for \$97

Imagine the sense of pride and calm satisfaction you'll feel not only for achieving your goals but also streamlining and shortening the timeframe to getting it all done, having UTILISED your mentor's proven systems and advice to set and efficiently work to your plan, knowing there's someone whose wisdom and experience is there to back you up and keep you on track every step of the way.

Picture the excitement you'll feel knowing that you can always replicate this success any time you want to because you now understand the secrets to improving your profitability, your sales and your staffs productivity and performance.

Notice the pleasure you experience walking through the door of your now vibrant pharmacy, observing the happy enthusiasm of your staff as they gracefully and efficiently help the steady stream of customers, a mix of new and loyal established patients you've attracted via your highly effective marketing.

Seeing the buzzy atmosphere of the store, with everything neat, clean and well merchandised, you hear customers commenting on what a welcoming friendly place your pharmacy is as you walk to the back of the pharmacy, knowing that when you look through your weekly figures your retail sales, your professional services income and your profitability are stronger than the same time last year as they have been growing steadily month on month with the systems and guidance you've received from your mentor.

Ask yourself this, 'what happens if I continue doing the same thing I've been doing, over and over again? Should I invest the time to actually speak to someone about my business?'

If you know already that you're ready to take the first step to that new reality of an optimised pharmacy business, perhaps you've already heard through your friends how we get great results and they thoroughly enjoyed the process, then book yourself straight into a Pharmacy Business Review and Analysis Breakthrough Session (valued at \$997) for only \$97 (because of our APP promotion), with me, Linda Miller, Specialist Pharmacy Business Mentor to receive valuable advice for your pharmacy business .

[Yes! Please Register me NOW for My Pharmacy Breakthrough Session.](#)

Or

Call us on 03 9028 4785 NOW

Choose Success!

Linda Miller

Linda Miller

Leading Pharmacy Business Mentor & Marketing Strategist

P.S. Act now and prosper tomorrow. Don't wait until it is too late to get you and your business up to speed and profit in today's economy.

P.P.S. This is an promotional offer because of APP so enrolments are limited.

P.P.P.S. If you're serious about increasing your pharmacy's profitability this year then stop what you're doing right now and call us on 03 90284785 to discuss your pharmacy and take advantage of this special offer of a 90 minute Private Business Strategy Session for only \$97, valued at \$997.

[Yes! Please Register me NOW for My Pharmacy Breakthrough Session.](#)

Or

email info@pharmacyprofitsecrets.com with your name and "please register me for my Pharmacy Breakthrough Session" in the subject line.