

## GMCP EP. 048 - Lessons From a Coffee Shop: Giving the VIP Treatment

[INTRO MUSIC]

*This is the Grow My Clinic Podcast by Clinic Mastery where we help you deliver amazing client experiences to grow your clinic.*

**BEN:** Welcome to another episode of the [Grow My Clinic Podcast](#). My name is Ben Lynch. My question for you today is this: Have you ever had an experience that you just wanted to share with your friends and family members, like it made you feel so good that you had to share it? You were a raving fan. Well, that is what I have got for you today.

You see there is this café in Adelaide called the Flying Fig. It is in the green leafy suburb of North Adelaide. And it is positioned on a corner, two streets intersecting, and there is this gorgeous red brick place. And it looks like an old cafeteria and it has been transformed into this New York Jewish restaurant café. And we would drive pass there for maybe six, seven years, my wife and I.

And there would be businesses come and go. About every twelve months, there would be a business come and go. We never saw any activity out the front, until this one day.

We drove past and there was a line up outside the door. All the chairs were taken outside and I was like, "What is going on here?" I said to my wife Maddie, I said, "Wow! I wonder how long that will last." And that kept on going for a couple of weeks and I was like, "I have got to go to this place." And so, I did.

And the coffee was brilliant. And so I thought, I will go again. This time I have my son, Tommy, in the pram. At that time, he was about six months old and he was asleep in the pram. For all you parents out there, you know never to wake a baby. So I was walking with Tommy and we were on the other side of the road.

And as I started to cross the road to go to the café, the barista and owner gestured with its fingers about an inch wide signaling the sign of an espresso. He knew my

order, before I even cross the road. It was only the second time I have been to the café, and the café was full. It was not like he was twiddling his thumbs waiting for the next customer. No. He saw me before I was crossing the road and he knew my order. Could you imagine my delight? I was beaming.

The third time, I am walking with my son, Tommy. This time I am on the same side as the café and I roll up to the front door, and it is packed again. It is really buzzing and busy. And I thought I am going to wait for one of the waitresses who is out the front taking an order. I am going to wait for her to walk back in to the café. And then I will get her to take my card, do the paypass thing and she would be able to do the order for me because again I had a sleeping baby. And I could not fit through the door, so I was not going to wake him.

And as she approached me. She goes, "You are the coffee dad." And I was like, "Yes. Yes, I am." And she is like, "Espresso?" Yes! I could not believe it. Obviously they have been talking about me. This was only the third time I have been to this café. Incredible! I am assuming they are probably saying, "Hey, there is this guy who walks with his kid. He comes about lunch time. And he had an espresso. You might need to take his cup." What? The third time I had been there.

And then, the fourth time I walk up to the café, I am on the side again and I pull up out the front again. It is booming. It is busy. And I was waiting for the waitress to come, and as soon as she got to me, the front door opened of the café. And the owner, Paul, walks out with my espresso in hand and the f pulse machine. I thought, this guy is hungry for money or he does good service. It was incredible.

Where have you been that they have not only known you, your order, but anticipated it and made it happen in a record of time. Even, even when it is flat out and busy. This was phenomenal.

And for those in the [Clinic Mastery](#) community, they have heard me tell this story probably 50 times already. But I will scream it from the rooftops because where do you get that kind of service, that attention to detail? It is just so rare. And this I see is an example of how you can stand out.

How often do you walk into a medical clinic and the receptionist's head is down, banging around the keyboard? Almost as if they do not want to be disrupted from their work by a client. Hey, I hope that is not your clinic. But your client, your customers are the most important thing about your business. If they were not

there, you would not exist. And so, I am just struck by the attention to detail, the personal connection, the anticipation of what I was about to do. It was incredible. And look, the product itself, the coffee was great. Otherwise, I would not go back.

And I am not saying that if you just have this nice, cute service that is going to make up for your lack of ability to get results for someone's health. No, we are not discounting that. What we are saying here is that if there is the health care, there is the health service and the client care experience. What we are distinguishing here is that experience.

So my challenge for you in that story - how could you make it a little more personalized? A little more engaging, and ultimately, more memorable for your patients, for your clients? How could you anticipate their needs? How could you know what their preferences are? And track that better. How could you make them feel like VIP's like I felt?

So today my challenge for you is this: think about some of those early touch points. Perhaps it is with the new patient, the new client where the opportunity to make a first impression is enormous to create that rapport and connection with your client so that they continue to come back and see you as the trusted adviser. And down the track, they would become a loyal raving fan.

I hope that resonates with you at some level and that more importantly, you apply something out of it. If you found this episode useful, if you found any episode useful, we would love, love, love for your review on iTunes. Give us five stars. Give us a comment.

Share it with a friend, a colleague, somebody who you think might get some value from the content that we are delivering for you guys. As always, live with passion and serve with care.

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[OUTRO MUSIC]