

5 Proven Ways to Boost Your Business with CBD Topicals



CBD CLINIC™
Professional Care. Powerful Relief.

Intro

The Perfect Storm

As a healthcare professional, you see patients every day in desperate need of pain relief. Many understandably wish to avoid pharmaceutical agents and their serious side effects or potential for addiction.

These concerns, combined with growing interest in cannabidiol (CBD), have created the perfect storm. This has led to a rapidly flourishing cannabidiol market. According to a report by BDS Analytics, the **CBD market is set to surpass \$20 billion in the United States alone by 2024.**

As Texas-based cannabis-specialist attorney Chelsie Spencer said to The Points Guy, "The US CBD market growth-rate projections are phenomenally high, so I expect to see continued rapid growth of the industry."

Our Method

CBD CLINIC™ developed proprietary formulations based on 15 years of research and development. The resulting products are the first family of OTC topical medications that combine authorized active pharmaceutical ingredients (menthol and camphor) with essential oils and natural emollients with CBD. The terpenes, menthol and camphor, are the two most widely used active pharmaceutical ingredients used in topical pain management today.

We not only developed effective products, we developed a methodology on how to distribute them to your clients and patients. In this ebook, you'll learn the basics on this proven method that has worked with over 15,000 licensed professionals.

With this in mind, here are the 5 proven methods that will enable you to successfully, ethically and easily promote topical products in your business.

Quite simply:

If you don't offer high-quality CBD products within your practice, patients will look elsewhere. As a result, you'll fail to capitalize on professionally valuable products and the ethical profits that come with it while your patients risk purchasing sub-standard options.

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CBD CLINIC™

Offer samples to clients / patients

Smaller samples are a powerful way to open the conversation. Remember, to convert these into product sales, due diligence and structured processes are needed. How and where should you begin and continue?

A Give samples to patients to generate demand

Invite your patients to try the products before they buy them. Send them home with a small sample packet or two. Alternatively, you can offer to use the sample during their treatment. Both ways should achieve the same goal. Have your client try the products. An effective topical will sell itself.

B Present clear advantages of the product

Just like your patient, you also spent time searching for the best products and deciding on the one you are now offering. The market offers many unnatural creams or pills that come with unwanted side-effects. You can explain to your clients why you chose a natural topical, including its benefits over internal medications as well as topicals that contain potentially harmful ingredients.



C Know your audience

As with every treatment, personalized therapy is essential for optimal results. There is no one sample fits all. Understanding which products offer the greatest relief for specific symptoms is important - as is providing the correct usage of the product and application instructions.

For example, CBD CLINIC's Level 5 Pain Relief Ointment is ideal for effective pain relief and post-performance discomfort. Whereas the Level 3 Pain Relief Cream is tailored for general, lower-grade aches and soreness as well as sensitive areas.

D Seek feedback

Offering a sample is merely the first step in the process. When a patient loves a sample you've shared, recommending a full-sized jar, stick or cream becomes an extension of your care.

You can ask these questions to get started:

- Did you find that the recommended cream eased your pain?
- What did you like the most about this product?
- Was it easy to use?
- How often did you use the product in a day/ this week?

Asking these questions will allow you to follow up with your clients and open a discussion that will help you sell the product.

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Pro Tip

Set up a diary, calendar, or clinical software that will offer reminders for client follow-ups after you have given them samples.

Set up professional, beautiful displays that attract attention

The secret is out, we do judge a book by its cover. Professional, beautiful displays and paraphernalia attract attention and interest.

A Position product at eye-level

By placing a professional product display at your patients' eye-level, you will catch their attention. When clients and patients can hold, read, and interact with a product; a conversation with your clients or patients is more likely to happen.

Ideal locations for product displays:

- Reception desk
- Consultation room desk
- Sink countertop in waiting room or treatment rooms

B Place posters

Visual aids like posters provoke patient inquiry. Placing a poster on your reception wall or a small, framed printed image on the reception desk will capture attention while your client or patients wait for treatment, handle payments, or meet with you.

Ideal locations:

- Place small framed advertisements or educational images at the receptionist desk
- Hang posters on the waiting room wall and in the treatment room

Pro Tip

Walk around your clinic and identify the "touch points" your clients have with you and your staff. The displays should be placed within this path at central locations.

Pro Tip

Reach out to the companies who offer the products you sell and ask for marketing materials. At CBD CLINIC, we offer door signs and other branded materials that will help your clinic stand out



Provide your Clients and Patients with Educational Material

Relevant educational information about a product or service can convert even the strongest skeptic into an impassioned believer. The product practically sells itself.

A Pamphlets / Brochures

Pamphlets and brochures are an informative and undemanding way for potential buyers to access information, which helps them make their purchase decision. Keep them on-hand and in obvious places to provoke inquiry.

Ideas to hand out pamphlets:

- Include brochures about your practice and products in a welcome pack.
- Place brochures at the reception desk.
- Display brochures on a desk by your treatment table.
- Offer brochures to clients/patients who discuss a friend/family member's concerns.
- Give brochures to people in your clinical/ holistic health network to offer their patients.

Pro Tip

You can send brochures via email as "news" to educate them. Segmentation is key here -> That is, you need to divide your email list according to symptoms, diagnosis, treatments, interests, and/or other relevant segmentations in order to send the proper brochures and educational material according to the client problem.

B Use research as a promotional tool

Health professionals bear a heavy responsibility that can affect both their clients and career. Therefore, recommending products with proven efficacy are key for your success and the recovery of those under your care. When you recommend products to patients, share the research behind the products from the ingredients inside them to how the body responds to pain. It is educational and gives them confidence in your care.

Pro Tip

Good sources to use when looking for research:

- [JSTOR](#)
- [Google Scholar](#)
- [National Institute of Health](#)



Here are a few articles we suggest that our network of professionals use:

- An article in Biological and Pharmaceutical Bulletin indicates that camphor induces both cold and warm sensations and improves circulation by increasing blood flow in the skin and muscles.

[Read more](#)

- A 2016 study published in the renowned British Journal of Medicine titled "Medical Error" found that the 3rd leading cause of death in the US is related to medical care. A contributing factor to this is the opiate epidemic as a result of prescription abuse and addiction. This makes recommending proven, naturally-derived pain relief options essential.

[Read more](#)

- The National Center for Complementary and Integrative Medicine (NCCIH), a division of the National Institute on Health (NIH) has funded 9 research teams in the sum of approximately \$3M to investigate the potential analgesic capacity of phytochemicals in cannabis, including CBD.

[Read more](#)

Bottom line: Stay up to date with the research on topicals, natural ingredients, the cannabis hemp industry, and pain relief - and share the information with your patients.



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Follow-up with your patients after giving them a sample

A Prolonged follow-up

Samples are a great way to introduce the products to your patients. After the patient tries the sample in session, you can ask your patients how they are impacted by the products during and after sessions.

Suggestions for prolonged follow-up:

- Make a note on patient treatment forms so you remember to follow-up on a recommended product's impact over an extended period.
- Provide a check-box form to give clients to fill out at each session about their response to your samples that include times of use during the day/week, which product they used, and how effective they were.
- Quick surveys give you an idea of a product's usefulness for your patients and your practice. You can ask your patients via email, a form at your desk, or in-person: "Would you try this cream or ointment again? On a scale of 0-10, zero being no change and 10 being a complete resolution, how much did this product help with your symptoms?"

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Work closely with the product manufacturer

Investing in the manufacturer-reseller relationship can be a win-win situation for both of you and the manufacturer. On one end, you are the gatekeeper of the product development. Your feedback might help the manufacturer improve the product to suit your clients' needs and your practice. Likewise, the manufacturer can help guide you on which products to use for pain indications - and how to use them optimally to grow your practice. The manufacturer can also share insights into the uses they have discovered from other clinicians such as yourself. The bottom line: You and the manufacturer are partners in your clients' recovery process.

CBD CLINIC as an example

CBD CLINIC is a leading expert in the field of OTC medications for topical analgesics. We formulate professional-only products that positively change the lives of those who use and recommend our products. We're passionate about what we do! Part of our role is to make your job easier. After receiving client feedback, we created two approaches that our network of professionals tell us work beautifully.

Let's take a look...

Information flow from CBD CLINIC to the practitioner:

Every day, we receive questions from our network of professionals about our products including questions about legality, specific ingredients, how to use the products, and about our different compliance and manufacturing credentials. For these reasons, we put together a team of professional account executives that regularly provide our network of professionals with educational and marketing material. We understand that you must be able to answer any question your client might have about our products.

Our team will assist you with:

- Answering patient questions about our topical pain relief products.
- Providing information on the CBD industry from legal concerns to safety questions.
- Tips on how to grow your business by using CBD CLINIC products.
- Share best practices with CBD CLINIC's 5-level system for pain management.
- How to best implement the products into your patients' pain management plan.
- And many more!

To make the most of your practitioner-manufacturer relationship, be proactive. Don't just wait for their 15-minute monthly scheduled call for updates. If you have questions, reach out to your provider so you can acquire new information about the products you sell so you can have an edge over your competitors.

Information flow from the practitioner to CBD CLINIC

We asked our network of professionals to pause and engage each patient with questions about the relief they are receiving from our products. These responses were then sent back to our team. We developed new products based on this information in order to create better products for those who use them. For example, we developed our CBD CLINIC Pain Stick following requests from network of professionals for an on-the-go product that will leave their patients hands "product-free".



Summary:

Don't miss out! Combine your business and therapeutic benefits

When you endorse products as a one-time purchase, you may miss out on opportunities that better support your patients and provide incremental services. Make a plan for incorporating topical analgesics into your treatment protocols and standard recommendations. This will provide optimized care while propelling your profits forward.

Imagine: A new patient with lower back pain schedules a consultation with you. You identify tenderness and tension in the left glut max and quadratus lumborum muscles. Your expertise tells you this is a contributing factor in the patient's symptomatic picture. After a complete assessment, you...

1 Offer your current targeted therapeutic plan.

You should remember to recommend a CBD topical cream as an incremental add-on option.

Or...

2 You alter your protocol to step it up a notch.

Your in-practice care treats the underlying cause. However, you can also recommend products for aftercare, which includes a topical product that is perfectly suited to the client's needs.

Can you see how option 2 offers a higher level of care, provides greater potential patient relief, will encourage referrals, and lodges the sales process firmly into the patient care plan? You don't have to think about this recommendation as a separate sales process. It weaves in seamlessly with your treatment.

Now, more than ever, is the time to offer solutions for pain management that blend OTC approved natural active pharmaceutical ingredients with CBD. Whether your patients are concerned about the side-effects of OTC medications or addiction to prescription medication such as opioids; CBD blended products can help you stay in demand.

As we covered in this ebook, incorporating topical products into your treatment is just one step you can take to boost your business. To get the most out of any topical product, make sure you:

- Offer samples, during and after treatment.
- Set up professional, beautiful displays that attract attention.
- Provide your clients and patients with educational material.
- Follow up with patients.
- Provide feedback to your product manufacturer.

Whether you are a natural at sales, or hide from its mere mention, we trust these five well-established and effective methods shine a light on easy-to-implement steps that will boost both patient results and practice profits. We are positive that you will find that CBD CLINIC is the perfect partner for your business.



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What do professionals say about CBD CLINIC?

Many of our clients and their patients rave about our products.
We'll let them share their thoughts in their words...

"This stuff sells itself. People love it and even people from outside the practice come in for it because their friends told them about it. Level 3-5 sell the best with number 4 the clear winner. This has been a great boost to the practice bottom line."



Daniel Giaquinto,

DC

"I have a 95% success rate with the CBD CLINIC products, which is incredible! My patients rave about how effective the Level 4 and the Level 5 are for treating muscle pain & joint pain. CBD CLINIC products are my best-selling topical pain-relieving product. I give them my highest recommendation."



Traci Pettigrew,

MSOM, DOM, AP Owner and Acupuncture Physician at Gainesville Holistic Healthcare

"I am Licensed Massage Therapist and I love using the CBD CLINIC oils and have the topical analgesics available for purchase for my clients because it helps my clients with everyday aches and pains that can sometimes put a damper in their daily lives. I even use it myself and recommend it to my family because of how fast acting it is, it's natural ingredients and it lasts!"



Courtney Brown,

LMT

Stories like these are just a taste of how CBD CLINIC's products can be incorporated directly into treatment protocols, recommended as at-home therapy, or both. While we know our products can help augment your treatment protocol, we also know it can be difficult for practitioners to comfortably take on a "sales role."





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888-422-3254

www.cbdclinic.co | accounts@cbdclinic.co