



Sunday Morning Launch

Building a Referral Practice

A thriving Pinnacle office operates on **first-class service and efficiency**, producing consistent referrals through love-driven care and systems that work.

SER Principle: *Service (S) × Efficiency (E) = Referrals (R)*

- **Service:** Every patient chooses *you*. Serve them with genuine care—verbally, physically, and energetically. Treat each person as you’d want to be treated.

Always prioritize patients over paperwork.

Anticipate needs and stay present.

Be consistent, efficient, and gracious.

A patient’s experience is the foundation of trust, loyalty, and referrals.

- **Efficiency:** Know what needs to be done, when, and how. Cross-train your team. Create flow through smart design and preparation.

Use tools like digital X-ray, flow training, and clear vision for each role.

Efficiency creates calm, frees time, and allows more people to be served.

Keep care simple and results-focused—patients refer when they get results.

- **Communication:** Share short, sincere statements that reinforce connection and gratitude.

Example: *“If you know anyone else I can help, please send them in!”*

Listen for natural opportunities to talk about chiropractic and celebrate referrals.

Referrals in Action

Referrals come from care, not sales. Be relatable, teach your staff, and celebrate progress. Track and thank referrers—gratitude builds momentum.

What Do I Do Now?

After every seminar, **meet with your team** to review notes, set goals, and plan implementation.

1. Identify immediate changes and long-term improvements.
2. Hold purposeful staff meetings focused on growth and gratitude
3. Know your resources—log into yespinnacle.com for training, Blue Books, and Foundational materials.

Foundational Training

Foundational I – The Total CA:

Service, Efficiency, Referrals, communication skills, teamwork, and professionalism.

Foundational II – Flow & Operations:

Office design, consultation, exam, report of findings, referrals, profit management, and growth systems.

A Pinnacle office thrives when service and efficiency meet purpose.

Love people. Keep it simple. Deliver results. The referrals will follow.