

Mindset Framework Example

The client used in the example below is a 6'3" middle aged male who lives an active lifestyle. He came in complaining of lower back and hip pain. This client came in for a sport massage under the assumption that it was the appropriate treatment since he considered himself an amateur athlete. As he also had never heard of medical massage, I choose to focus on two areas:

1) Understanding the lifestyle factors that contributed to the complaints of pain. Not only would this guide the evaluation, but also generate discussion points around which I could stress the need for the correct series of sessions combined with changes he could make himself to minimize the impact of his training on the joints.

2) Educating him on medical massage and why in this situation it was the correct approach compared to sport performance massage. I would particularly stress that this is an active treatment that requires his participation between sessions for the required self care homework.

By helping him understand how the vibration and jostling from riding the dirtbike contributed to ongoing and worsening pain, I showed him the value of combining massage, stretching and self care. Since he did not want to give up riding dirt bikes, this held tremendous weight because it moved him towards larger goals that mattered to him. I was able to work with this client for a couple months with continuous improvements up to the point of the Covid-19 social distancing. We have continued self care coaching over Zoom since.

Mindset Framework

Consultative Sales

1) What need brought the client in?

Complained of hip and low back pain. Found that the client rides dirt bikes every weekend which aggravates the lower back.

2) What product or upsell is a best fit for that need?

Medical Massage multi-session treatment. This client needed to return his body to ground zero before worrying about sport performance.

3)What leading questions will you ask?

-What training and athletic activities do you do weekly?

-Does your back hurt consistently after riding the dirt bike? Has this gotten worse over time?

-Do you think ongoing treatment will allow you to keep riding your dirt bike for years to come?

4) What objections did the client raise?

He thought he could fix all problems permanently from a single massage session. He thought he needed sport massage to address the complaints.