

Incorporating ZYTO into your practice



Balance

Incorporating the ZYTO Balance™ into your practice

The ZYTO Balance system is designed to accomplish three main objectives:

1. Identify specific nutritional supplements that you sell for which your client shows a biological coherence.
2. Generate future appointments for your practice.
3. Identify other services you offer (or can refer clients to) for which your client shows a biological coherence.

To improve your likelihood for success it is best to develop a strategy before you implement your new ZYTO Balance program.

This guide provides best practice recommendations and scenarios to help you successfully implement the Balance system.

Getting Set Up

Step 1 – Determining your fee structure

Option 1: Establish a price for each Balance scan.

Some practitioners charge a flat rate for each Balance scan. Establishing a price value for each scan allows you to generate revenue directly and establishes value to the client. Additionally, some practitioners allow the scan price to be credited towards products or services that are purchased by the client.

Option 2: Include the Balance scan as part of the services you already provide, and are charging for.

This approach gives you an opportunity to increase the value of your current services, and perhaps increase your current fees due to the added value. Additionally, when clients understand their biological coherence for the products you sell, they are more likely to purchase from you.

Step 2 – Determining how to best use the report

The Balance Report can be generated and used solely by the client to purchase products as a general wellness scan, or you can conduct a pre-appointment scan and use the report when you meet with your client.

Let's explore these options in a little more detail.

General Wellness Scan

Most people purchase wellness products from the local grocery or health food store, and are only guessing what they should buy. Some even make purchasing decisions based on what is on sale. With the ZYTO Balance you can provide each of your clients with a personalized nutritional program. By having the Balance running in your front lobby, clients can use the Balance scan to identify wellness products that they have a biological coherence for, and then purchase the products directly from you – increasing confidence and ultimately achieving better results.

Benefits of a General Wellness Scan:

- *Grow your nutrition business:* A scanning station in the front lobby allows your clients to get a Balance scan at any time, with or without an appointment. This allows clients to maintain a wellness regimen based on the products they can purchase directly in your office.
- *Service Referrals:* The ZYTO Balance includes information about the other services you offer, and the Balance scan reports your clients' biological coherence for these services. This is a powerful way to help your clients become familiar with the wide range of services you offer.
- *New Client Referrals:* Encourage your clients to bring their friends and family to your office to experience a Balance scan. In addition to the opportunity to sell your products, you'll be able to promote your other services. Balance Reports include your

contact information and also easily allows you to set a follow-up appointment.

Pre-Appointment Scan

The Balance is a powerful tool for a busy office and can make time spent in the waiting room incredibly productive. The Balance pre-appointment scan is generally conducted by your front-office staff as part of the check-in process. This gives you the luxury of reviewing the report findings with the client during the appointment.

Balance scan results provide you with information to identify areas which could be explored at a deeper level through additional testing, related clinical services, and wellness products.

Benefits of a Pre-Appointment Scan

- *Saves Time:* In addition to having the client receive the scan before you even meet with them, having the report a few minutes before the appointment allows you to review the findings. This information allows you to customize each visit and make your time with the client more efficient.
- *Utilizes Existing Staff:* Your front office staff can run a Balance scan (at appropriate scanning intervals) on every client while they wait in the lobby. This adds value to your office staff and allows you to see more clients each day.
- *Expands your Expertise:* The vast amount of information that is provided in the Balance report allows you to apply your skills to broader areas of your clients' well being.

Step 3 - Verifying software and location requirements

Now that you have identified the ideal location for your Balance, you should take note of the necessary site requirements.

Computer:

ZYTO software is designed to run on a PC using Microsoft Windows. You can run the software on a laptop or a desktop system. A single license can only be used on one computer at a time. Review the [system requirements](#) for complete details.

High-speed Internet connection:

A high-speed Internet connection is required to install the ZYTO software on your computer. Additionally, future updates to the software are downloaded using the Internet. In order to backup your software and library, it is good practice to regularly sync your system, which also requires a connection to the Internet. Although you don't have to be online to operate, your license will need to sync at least once a month to remain active.

Color Laser Printer:

The Balance report is critical to your success and should be printed and shared with your clients. Using a color printer adds value to the report. Printing reports and sharing them with your client can be a powerful marketing tool to further promote your practice. The use of a color laser printer is relatively inexpensive and is HIGHLY recommended.

Comfortable space for the client and the practitioner:

It is important that you have a comfortable, peaceful location to conduct your scans. A typical scanning station may include the following:

- Desk or table for the computer, monitor, printer, and Hand Cradle.
- Chair for the client.
- Chair for the operator.

The Balance scan takes approximately five minutes so it is possible to conduct the scan at your front desk while your client is standing.

Step 4 - Installing the software

Installing ZYTO software on your computer is simple and accomplished using an Internet connection. Simply follow the instructions that are included in your purchase confirmation email and in your Quick Start Guide.

The installation time can be significantly influenced by the speed of your Internet connection, the speed of your computer, and your computer's available memory. See the [system requirements](#) for complete details.

NOTE: It is not necessary to be connected to the Internet to conduct a Balance session, but you do need an Internet connection to update and sync your software, and to email reports.

Step 5 - Creating a wellness program

It is important that you provide your clients with access to purchase the products you recommend.

There are two ways to provide products to your clients.

1. Stock and sell the products in your office.

This option provides clients with immediate access to the wellness products you recommend. It does, however, require that you maintain an inventory of these products. The Balance system includes an option to scan only on products included in your inventory.

2. Drop-shipping products directly to your clients.

This option allows you to scan a larger product selection since you aren't limited to your personal inventory. However, the client will not be able to go home with the products in hand. Check with your product supplier for additional information and guidelines.

We also recommend that you charge your clients for their products at the time of the scan. This increases the likelihood that they'll follow through and receive the full benefits of your recommendations.

General Tips For Running a Balance Session

Conducting a Balance Scan

Once your office staff has input the client's information into the Balance system the client places their hand on the Hand Cradle and the scan is run. The Balance scan takes approximately 5 minutes. At the completion of the scan a report is generated that can be printed and given to the client and/or the practitioner.

The Balance Report

When the scan is complete, a Balance Report is generated. Going through the report with your client is highly recommended. Your clinical experience will provide additional value and insights that may otherwise go unnoticed. Furthermore, when your clients understand this report they are more likely to share it with their friends and family, which often leads to inquiries and referrals.

Visit the web page [Understanding ZYTO Reports](#) to learn more.

Setting a Follow-up Visit

ZYTO recommends that each report include a date for a follow-up session. This will encourage your clients to come back to your office for additional services and allows you to track their progress. You can use the ZYTO software to set follow-up appointments with your clients, and the scheduled appointment is automatically included on their printed session report.

Establishing a series of sessions will help you identify trends and give you the ability to "look back" and show your clients the progress that has been made. The frequency of sessions will vary depending on the implementation model you have chosen and the needs of your client.

As a rule, a scan every 4-6 weeks is appropriate, assuming you are selling each client a one-month supply of products at the time of each scan. Scanning more often has limited value since you will not be resupplying products before your client has had the time to use the products previously purchased.

Marketing

Printed Materials

Various brochures, postcards, and other materials were created with the intent of assisting your clients to further understand ZYTO technology and the importance of continually visiting your office for future scans.

To purchase these materials visit shop.zyto.com.

Digital Content

To help you provide the best possible messaging to your clients we have developed exclusive digital content for all ZYTO customers. This content can be used to create custom marketing materials for your office, or messaging for your website.

To access the exclusive, digital content visit www.zyto.com/Company/MarketingKitTerms.

ZYTO Support and Training

Your ZYTO software license subscription includes equipment warranty, software support and upgrades, 24/7 online training resources, and technical support seven days a week.

Training includes one-on-one training over the phone, online training, live webinars, and free access to ZYTO training workshops and conferences.

Learn more about training and support at www.zyto.com

Additional ZYTO Software Products

ZYTO has a complete line of professional biocommunication tools that can be tailored to fit your specific needs. Licensed practitioners can choose from the ZYTO Balance, Select, Elite, and EVOX software programs.

View our [product comparison chart](#) to review features and product pricing.

Find additional information by visiting the product pages online.

You can also speak directly with a representative and schedule a free demonstration by calling 801-224-7199 or 866-369-2265.

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