

Incorporating ZYTO into your practice



Elite

Incorporating the ZYTO Elite into your practice

The ZYTO Elite is a powerful software tool that provides practitioners with prebuilt scans called biosurveys dealing with nearly every aspect of wellness. These biosurveys were authored by some of the best and brightest minds in the industry.

The Elite library contains more than 15,000 different Virtual Items and with the Elite you have the ability to access each of those items individually, in a collection, or even include them in your own custom biosurveys.

Because the Elite is so versatile and powerful, it is difficult to suggest one approach for implementation. Instead, you should develop an approach that best fits your practice and your clients' needs.

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

This guide provides best practice recommendations and scenarios to consider as you successfully implement the Elite system.

Getting Set Up

Step 1 – Determining your fee structure

Option 1: Offering specific scans to your clients free of charge.

This strategy is particularly effective when the scans focus on wellness supplements. When your clients understand their biological coherence for the products you sell, they are more likely to purchase from you.

Option 2: Establishing a price for each scan based on the type of scan, complexity, and how long it takes.

Some practitioners charge a flat rate for each Elite scan; others charge by the hour, billing for the time spent with the client. Establishing a price for each scan allows you to generate revenue directly and communicate 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 3: Include the Elite 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 product you sell, they are more likely to purchase from you.

Step 2 – Determining where to place your ZYTO system

The best location for your system depends on how you plan to use it. Here is an overview of three of the most common ways you can use the Elite in your office.

Note: Many offices incorporate multiple ZYTO licenses to take advantage of all of these options.

General Wellness Scan

Most people purchase wellness products from the local grocery or health food store, and are only guessing about what they should buy. Some even make purchasing decisions based on what is on sale. With the ZYTO Elite you can provide each of your clients with a personalized nutritional program. By having the Elite stationed in your front lobby, clients can use the general Elite biosurveys 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 an Elite 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 Elite includes information about the other services you offer, and the Elite 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 an Elite scan. In addition to the opportunity to sell your products, you'll be able to promote your other services. Elite reports include your contact information and also easily allow you to set a follow-up appointment.

Pre-Appointment Scan

The Elite is a powerful tool for a busy office and can make time spent in the waiting room incredibly productive. The Elite 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 your client during the appointment.

The Elite scan results provide you with clues to identify areas that 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 your client more efficient.
- *Utilizes Existing Staff:* Your front office staff can run an Elite 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 Elite report allows you to apply your skills to broader areas of your clients' well being.

Consultation Scan

This approach uses the Elite to add value to the actual client consultation. This gives you direct access to the technology, and a variety of scans can be used depending on the physical exam and interview with your client.

Using the Elite during consultation with your client allows you to leverage the use of your expertise and training to customize your approach. Although prebuilt scans may be used, often practitioners choose to identify specific Virtual Items as appropriate for each client.

This approach increases the value of the time you spend with your client, giving you a tool to make more informed decisions about your client's wellness.

Benefits of a Consultation Scan

- *Add Value:* The combination of your in-depth consultation, the Elite scan, and the Elite report result in increased satisfaction and sense of value for the services you provide.
- *Enhance your Expertise and Confidence:* Taking time to use the Elite as part of your consult sessions will provide you with information and insights that allow you to best help your clients.
- *Become an Industry Leader:* Becoming the expert in helping your clients will establish you as an industry leader.

Step 3 - Verifying software and location requirements

Now that you have identified the ideal location for your Elite, 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 Elite report can 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.

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. Review the [system requirements](#) for complete details.

NOTE: It is not necessary to be connected to the Internet to conduct an Elite 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 Elite system does include 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 an Elite Session

Selecting a biosurvey

Biosurveys are a pre-programmed series of scan steps that have, in most cases, been developed by a practitioner with particular knowledge and experience relative to the biosurvey. You have many options when selecting a biosurvey.

Your specific strategy with your client will have an impact on your biosurvey selection. Generalized wellness biosurveys will help to identify your client's biological coherence for the products you sell. Other biosurveys may provide you with information specific to your client's concerns. ZYTO biosurveys, however, are not a diagnostic test and are not intended to identify disease, deficiency, or need. Instead, biosurveys provide you with information to make better decisions faster.

The Elite Report

When the scan is complete an Elite 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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