

# Incorporating ZYTO into your practice



# Select

# Incorporating the ZYTO Select™ into your practice

The ZYTO Select offers an expanded range of automated scans with access to the complete database of nutritional supplement libraries. The Select is the perfect tool for busy offices that want to implement the software quickly without the need for the complete customization of the Elite.

However, the Select is still packed with features that allow for helpful customization, such as the ability to create customized categories and select items during break points which allow you to apply your insight and expertise during scans.

When running a Select session with your clients, you have the option to choose from a variety of different scans.

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

## Getting Set Up

### Step 1 – Determining your fee structure

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#### **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 Select scan; others charge by the hour, billing for the time spent with the client. 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 3: Include the Select 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 where to place your ZYTO system**

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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 Select in your office.

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

### **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 Select you can provide each of your clients with a personalized nutritional program. By having the Select running in your front lobby, clients can use the Select 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 a Select 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 Select includes information about the other services you offer, and the 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 scan. In addition to the opportunity to sell your products, you'll be able to promote your other services. The Select Report includes your contact information and also easily allows you to set a follow-up appointment.

### **Pre-Appointment Scan**

The Select is a powerful tool for a busy office and can make time spent in the waiting room incredibly productive. The Select 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.

The Select 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 the client more efficient.
- *Utilizes Existing Staff:* Your front office staff can run a Select 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 Select report allows you to apply your skills to broader areas of your clients' well being.

### **Consultation Scan**

This approach uses the Select 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 the client.

Using the Select during your consultation with the 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.

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

#### *Benefits of a Consultation Scan:*

- *Add Value:* The conjunction of your in-depth consultation, the Select scan, and the Select report result in increased satisfaction and sense of value for the services you provide.
- *Enhance your Expertise and Confidence:* Taking time to use the Select 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 - Verify software and location requirements**

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Now that you have identified the ideal location for the Select, 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 Select 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.

## Step 4 - Installing the software

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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 Select session, but you do need an Internet connection to update and sync your software, and to email reports.*

## Step 5 - Creating a wellness program

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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 Select 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 a Select Session**

### *Selecting a biosurvey*

Biosurveys are essentially a pre-programmed series of scan steps that has, 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 the client's biological coherence for the products you sell. Other biosurveys may provide you with information specific to the client's concerns. ZYTO biosurveys, however, are not a diagnostic test and cannot identify disease, deficiency, or need. Instead, biosurveys provide you with information to make better decisions faster.

### *The Select Report*

When the scan is complete, a Select Report is generated. Going through the report with the client is highly recommended. Your clinical experience will provide additional value and insights that may otherwise go unnoticed. Furthermore, when 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 the 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 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 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 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 the 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 the 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](https://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](https://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](https://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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