

Practice Connect: “What To Do If...” Guide

If they say: “We’re too busy”

Response:

“Totally understand — that’s exactly why we’re trying to make this easy and low-key. Even staying loosely connected can be helpful.”

- Don’t push — just keep it light.
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If they say: “We already support a lot of things”

Response:

“That makes sense. This is really less about adding something new and more about staying connected to what’s happening across the profession.”

- Reframe as connection, not obligation.
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If they say: “We’re not interested”

Response:

“That’s completely fine — I really appreciate you taking the time to chat. If anything changes, we’re always here as a resource.”

- Leave the door open.
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If they say: “What exactly does NYSVMS do?”

Response (keep it short):

“A big part is advocacy at the state level, along with continuing education and helping keep the profession connected across New York.”

- Don’t go into detail unless they ask.
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If they say: “We’re already members”

Response:

“That’s great — thank you for your support. We’re also trying to stay more connected with member practices and hear what’s most valuable to you.”

- Shift to listening again.
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If they say: “How much does it cost?” (too early)

Response:

“Happy to get into that — but honestly this conversation is really just about staying connected first. We can always follow up with details.”

- Don’t turn it into a pricing discussion.
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If they show interest

Response:

“That’s great — I can connect you with the NYSVMS team to walk through options and answer any questions.”

- Hand off — don’t try to close.
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If the conversation stalls

Use a reset:

“Out of curiosity — what’s been the biggest challenge for your practice lately?”

If they ask something you don’t know

Response:

“That’s a great question — I’ll make sure someone from NYSVMS follows up with you.”

- Never guess.