

INSIGHT⑦

High-Ticket Health & Wellness Sales

THE CONVERSATION BEHAVIORS THAT DRIVE REVENUE

The Bottom Line

We scored hundreds of real high-ticket health and wellness consultations across five performance dimensions and grouped advisors into tiers. Top-tier advisors (top 30%) enrolled at 100%. Bottom-tier (bottom 15%) enrolled at 33%. Same programs, same pricing, same patient pipeline. The difference is how the conversation is run.

100% vs. 33%

Top-tier advisors enrolled at 100%. Bottom-tier enrolled at 33%. Both with the same programs, pricing, and patient pipeline. The gap is entirely behavioral.

48% Conversion Gap

The widest performance gap across all five dimensions — and the single strongest predictor of revenue outcome per consultation.

5x Participation Gap

Top advisors generate far more patient turns per consultation. One is a dialogue. The other is a monologue.

The Real Problem

The difference isn't talent. It's visibility into what's happening inside every consultation — at scale, across every advisor, every day.

The Trust Problem

THE MARKET CONTEXT

The wellness economy is massive, and so is the noise. Patients are bombarded with wellness claims from every direction.

\$6.8 Trillion

global wellness economy in 2024, growing at 7.6% annually



Complementary and alternative medicine reached \$178.5B globally, with the U.S. market at \$36.65B expanding at 23% annually.



Regenerative medicine is projected to exceed \$400B by 2032. The opportunity is massive — but so is the competition.



62% of U.S. adults used complementary therapy in 2024. They're not skeptical of wellness — they're skeptical of who to trust with it.

THE TRUST IMPERATIVE

The advisor who earns trust in a single consultation captures immediate enrollment revenue, plus protocol extensions, referrals, and lifetime value that compounds over years.

LTV

The cost of a poorly run consultation isn't just a missed enrollment. It's a patient who walks away more skeptical of the entire category.



Precision medicine programs don't sell like insurance or SaaS. The entire buying decision hinges on trust.



The consultation is the product evaluation. The patient's experience of the advisor IS their basis for deciding.



Consultation quality doesn't just correlate with conversion — it is conversion.

Why Consultation Visibility Is Now a Revenue Imperative

The performance data exists inside every consultation. The problem is that almost none of it is being captured, scored, or acted on.

98% of Consultations Are Invisible

Most practices manually review less than 2% of consultations. The other 98% pass through unscored, uncoached, and uncorrected - regardless of what happened inside them.

The Patterns Are Too Complex for Manual Review

A 48% conversion gap, a 36% emotional connection differential, a 5x participation gap - no human reviewer can track these behavioral patterns at scale across hundreds of advisors and thousands of consultations.

Manual QA Catches the Wrong Things

Manual review catches obvious compliance violations and egregious errors. AI evaluation catches the behavioral patterns that actually drive enrollment, and the subtle gaps that compound into a 33% close rate.

Practices that cannot see inside their consultations cannot manage them. Visibility is the prerequisite to improvement, at any scale.

Methodology

This report is built on scored behavioral data from real health and wellness consultations

01

Real Consultations at Scale

We scored hundreds of real health and wellness consultations using Insight7's conversation intelligence platform. All calls involved patients discussing cellular regeneration programs, bloodwork review services, or precision health protocols.

03

Tier Classification

Consultations were grouped into performance tiers by weighted composite score: **Top 30%** / **Middle 55%** / **Bottom 15%**. Tier labels are used throughout this report to compare behavioral patterns across the full performance spectrum.

02

Five Dimension Scoring Framework

Each consultation was scored 1–10 across 5 dimensions, mapped to whether a patient enrolls or walks away.

Dimensions: Conversion & Close Execution, Emotional Connection & Trust, Discovery & Health Understanding, Conversation Balance & Engagement, Compliance & Process Excellence.

04

What This Measures

Not whether advisors used the right words, but whether they executed the behavioral sequence that converts. The scoring captures what actually moves a patient from consultation to enrolled program.

Every score in this report reflects real behavioral data, not modeled estimates or industry averages.

The 5 Performance Dimensions

Every consultation scored 1–10 across five dimensions. The gaps reveal exactly where revenue is lost.



Conversion & Close Execution

48% gap. Top advisors guide naturally toward enrollment. Pricing introduced clearly. Explicit close attempt every time. 100% vs. 33% enrollment rate.



Emotional Connection & Trust

36% gap. Top advisors connect science to the patient's lived experience. Empathy signals appear at friction points. Patients feel heard, not sold.



Discovery & Health Understanding

23% gap. Top advisors ask fewer but sharper questions. Open-ended prompts let the patient tell their story. Every recommendation personalized.



Conversation Balance & Engagement

23% gap. Top consultations maintain balanced dialogue. Bottom-tier: 80%+ advisor talk time, minimal patient engagement. One consults, one presents.



Compliance & Process Excellence

40% gap. Top advisors walk patients through program structure, timeline, HIPAA, and payment. Thoroughness builds the confidence to say yes.

Key Behavioral Insights

Four patterns emerge from the data that go beyond individual dimension scores - signals that separate high-revenue practices from those leaving money on every consultation.



Lead with Emotion, Close with Logic

Top advisors spent the first third of the consultation building connection and understanding the patient's health story. Pricing came after the patient felt heard, understood, and confident in the advisor's expertise. Bottom advisors reversed this and by then, it was too late.



Make the Science Personal

Every patient had bloodwork results, symptom histories, or health goals. Top advisors connected protocol details to that patient's specific situation, not generic benefits. Personalized recommendations convert at dramatically higher rates.



Pre-Frame the Investment Before Naming the Number

The gap between a raw price drop and a contextualized investment discussion is one of the most common conversion killers. Top advisors anchored pricing to health outcomes and cost-of-inaction framing before a dollar amount appeared.



Know Where Coaching Pays Off

Some advisors are one skill away from enrolling. Others have fundamental gaps across every dimension. Visibility into individual performance patterns lets you invest coaching hours where they'll produce the biggest return.



Ready to see which signals your team is missing? Book a demo at insight7.io



The Coaching Playbook

Benchmarks from the top-performing tier. Listed in order of impact.

Metric	Target	Avg Now	What to Coach
Conversion Score	≥ 8.5/10	5.90	Every consultation includes explicit pricing, payment options, and a clear enrollment ask. No call ends without a close attempt.
Compliance Score	≥ 8.5/10	6.20	Walk through program structure, timeline, HIPAA, and payment process. Thoroughness builds confidence.
Emotional Connection	≥ 8.5/10	6.57	Deploy empathy at friction points: cost concerns, health anxieties, prior treatment frustrations. Acknowledge before solving.
Discovery Score	≥ 8.5/10	7.03	Ask fewer, sharper questions. 3+ open-ended health history questions in the first five minutes. Personalize every recommendation.
Turn Balance	≤ 1.2 ratio	Varies	Pause after every clinical explanation. Prompt: 'How does that land for you?' Keep it a consultation, not a presentation.
Advisor Talk Time	≤ 65%	Varies	When the patient talks 35%+ of the time, enrollment rates increase. Create space for patient participation.
Enthusiasm Consistency	Sustained	Varies	Record and review the final 15 minutes specifically. Energy decay in the close is the most common pattern in bottom-tier consultations.



Coach Conversion First

Fix conversion execution before anything else. Advisors who never make a clear close attempt can't be coached on objection handling.



Talk Less, Ask More

A monologue is not a consultation. Prompt advisors to pause after every clinical explanation and invite the patient to respond.



Make the Protocol Personal

Advisors who connect every recommendation to the patient's specific health history convert at dramatically higher rates than those who deliver a generic pitch.

Start with conversion execution. Fix that first, and the rest follows.

Why Insight7



The performance gap isn't a talent problem. It's a visibility problem. Insight7 gives you the data to close it.



100% Consultation Coverage

AI scores every consultation. Every advisor. Every day.



Pinpoint Where Enrollments Are Lost

Identify exactly which dimension - conversion, emotional connection, discovery is costing each advisor revenue.



Targeted Coaching at Scale

Turn behavioral patterns into coaching priorities. Invest hours where they produce the biggest return.



Measurable Revenue Impact

More patients enrolled, higher lifetime value, and a team that improves measurably over time.

From 33% to 100% isn't luck. It's a system. Insight7 makes that system visible.

Ready to Turn Conversations Into Compounding Advantage?

Book a demo and find out exactly where your advisors are winning, and where enrollment revenue is leaking.

[Book a Demo](#)