

Dental Consultant Master Academy

evolve ■ emerge ■ influence

Action Plan –Week 18 The Art and Science of A Consultant

What You Need to Present a Professional Brand

- Δ Someone to actually answer the phone # when someone calls
- Δ Have an answer machine with a welcoming message that states who you are how/when you will follow up with the person calling
- Δ Have an email with a private domain not an aol.com or yahoo.com
- Δ Have stationery and printed materials with your professionally created logo and contact information
- Δ Have a website or at least a domain name with at least “Under Construction” on this domain when someone comes to your website
- Δ Review all contracts and written materials for typos, poor grammar, misused words, etc.
- Δ Arrive a few minutes early for you initial in-person meetings (On calls- do not be late!)
- Δ Arrive well prepared with your meeting notes and proposal, etc.
- Δ Listen 80% Talk 20% during the meetings with prospective clients
- Δ Dress in business attire for in-person meetings, bring a nice professional brief case, working pens, etc.

Emphasize Results Not Tasks (see bonus section for examples)

<u>Task</u>	<u>Result</u>
Survey all employees	Provide communication to gain knowledge prior to in-office meetings
Inquire about service gaps, etc	Identify and resolve gaps
Design a training program	Improve delegation of skills, etc.
Observe meetings, etc.	Enhance meeting productivity and use of time, etc.
Reorganize a division, department	Optimize use of employee skills and talents

Benefits of Emphasizing Results

- Δ Emphasize results
- Δ When you emphasize activities and tasks, you decrease your value as a consultant
- Δ When you emphasize activities you are more likely to be scrutinized for your time and cost of your services per hour

Reasons Consultants are Hired Today

- Δ Improve staffing results
- Δ Improve technological complexity
- Δ Security concerns: embezzlement, etc.
- Δ Dentist Transitions
- Δ Increasing emphasis on quality of life
- Δ Regulations, compliancy, ethics, etc.
- Δ Customer service, communications improvement
- Δ Business Systems, department updates and services/product implementation

Proactive vs. Reactive

Most consulting work is reactive rather than proactive. Consultants who are known as innovators are few but they do seem to be the most successful.

Excellent consultants are the ones who will explore with their clients the results which constitute improvements in performance of employees, service, quality and they measure how well the results of their client are being met.

Questions regarding acquisition of Clients

Question: What do I do if I am asked to provide my costs to be on site and to provide my deliverables? People ask “What is this costing you to be in my office?” (There are people who don’t think you deserve to be paid the fee you charge for in-office consultations because you can’t “justify” deliverables)

Answer: You will know when asked these types of questions regarding how you decide to charge your fee, that you are not dealing with your ideal client

Question: I am told that using the internet and spending money on SEO will help me retain clients. Is this true?

Answer: Most dentists do not patrol the internet looking to spend thousands of dollars with consultants they have never met. Here are the BIG THREE that will help you retain clients: referrals, your publications: free opt-ins through your website that help build a relationship, online products people will buy and are then in relationship with you because they also receive your newsletter and the other reason is a great performance on a webinar, teleconference or speaking engagement.

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