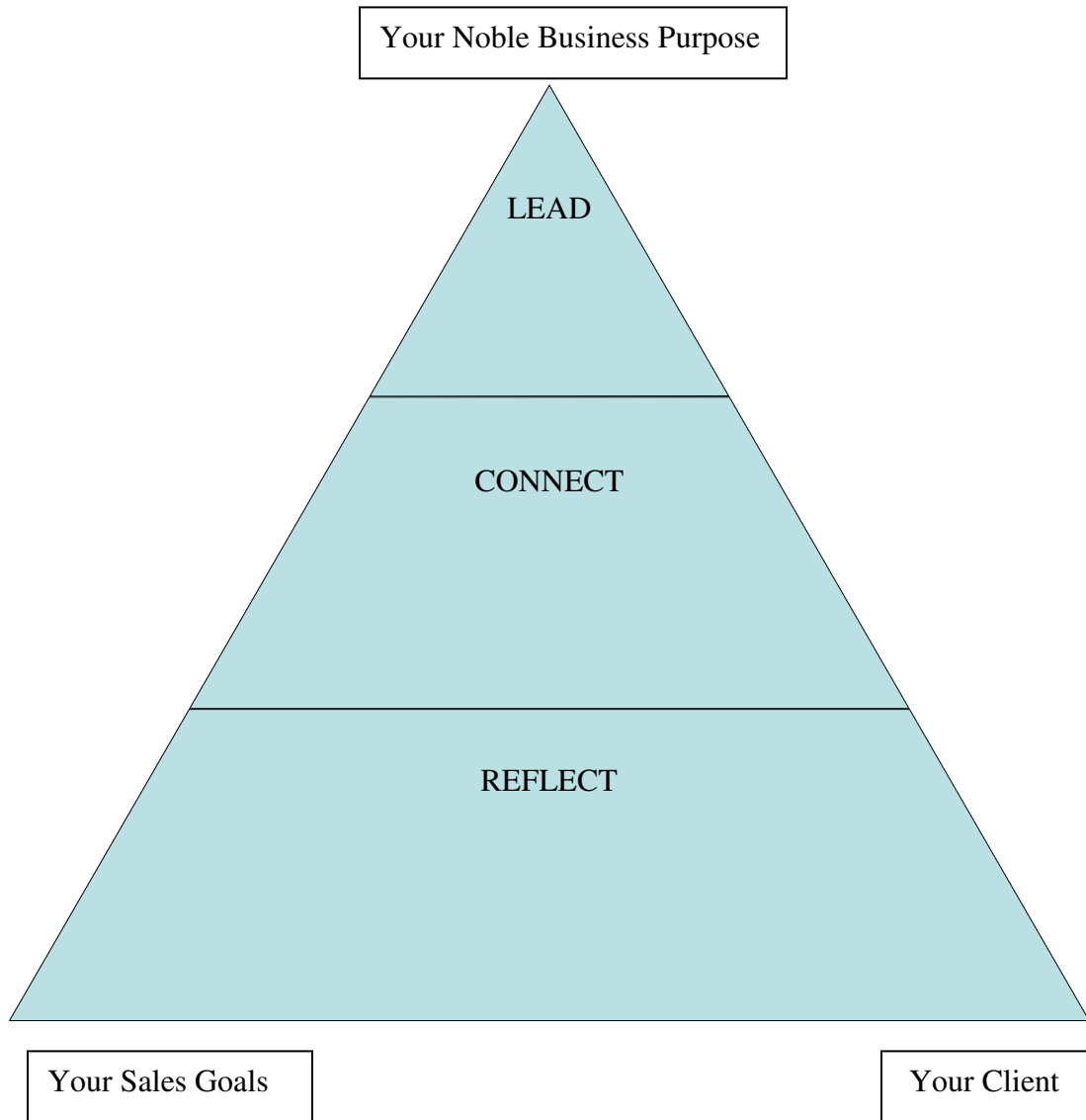


Dental Consultant Master Academy

evolve ■ emerge ■ influence

Action Plan –Week 24 Your Noble Business Mindset

Noble Business Mindset Triangle



This triangle is a thinking model that you can use to reframe your thoughts during every phase of the sales cycle.

Other techniques will include evaluation and interviews of the client’s team members.

Write questions that help you understand the following about your potential clients:

What keeps them awake at night?

How do they measure success?

The Five Noble Business Mindsets:

GOAL #1: Hold Two Goals:

All client interactions are your main focus. Keep their goals as your focus.
Focus on your NBP

GOAL #2: Confidence

GOAL #3: Begin and End with Client goals first - -at the top of your mind

GOAL #4: Your Definition of Success

GOAL #5: Passion and Love

TRIANGLE PLANNING TOOL

List what you know about your potential client:

Describe their work environment?

What are their top three goals?

What are their challenges?

What does success look like for them?

What does lack of success look like?

Exploring Client Truths

What is going on in their business and/or life?

What do they need to accomplish?

What are they worried about?

What obstacles do they face?

What are they passionate about?

What will happen if they don't accomplish their goals?

Reverse Engineer Your Call Plan

Reflect Embrace AND sit with uncertainty.

Breathe

Think

Feel Love

Connect Explore information and convey caring.

Attentive Presence

Engaging Opening
Curiosity Questions

Lead Create success and ignite passion.

Elevate Thinking

Articulate Solutions

Engage Actions

Your Client Call Plan

Your magic bullets may look like this:

“I know that a lot of dentists are concerned about all the holes in their schedule. What impact will this have on your dental practice financially in the next year if this continues?”

Spend half of your time during the sales cycle exploring what is in front of your client’s mind.

Ask yourself “What impact can I have on this dental office?”

Reverse Engineering

Reflect about the benefits of your service or product before you begin telling the potential client about your product or service.

Connect - Talk about the problem your client faces, the benefits and then the service or product that offers a solution.

Lead: Open the sales conversation with an overview of the most pressing issues facing your client. Then you can talk about your product or service that will create solutions for the client.

An example of this conversation may look like this:

“I understand that you are not seeing the same amount of new patients each month as you did 3 years ago. I see the holes in your schedule and I know the impact this has on your dental practice and the profitability. What we can do to create more new patient numbers is A, B and C. This will also help eliminate some of those holes in your schedule although to take a deeper dive into solving that problem with the holes in your schedule, we will do D, E and F.” We will help you achieve the financial goals by adding more patients and also be bringing in many overdue hygiene patients.

We have had offices do X,Y and Z which resulted in 10 New Patients each month and we were able to use our continuing care system to reactivate 50 overdue hygiene patients in the first 30 days when we worked with our other offices.”

Really be focused on the client goals. Don't just act like you care about your client's—**CARE** about Your Client's!

Ground everyone around you in a larger vision. If you have a team surrounding you, then remind them how your business products and services affects others lives.

Really—deeply understand how you affect the lives of your clients.

Love Your Client's and Your Team

People will really feel it when you truly care about them!

Your Ten Second Game-Changer

- Breathe
- Think

- My goals AND their goals
- I have a plan AND I'm flexible

- Feel

- Get your brain on love
- Imagine someone you love
- Bring a photo with you for your ten seconds and imagine your love for this person or even your pet

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