

Dental Consultant Master Academy

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Action Sheet – Week 29 **Strategies to Grow Your Consulting Business**

What is the logical sequence of these numbers?

8 5 4 9 7 6 3 2 0

(Answer is given in week 29 video)

How to Create Breakthrough Relationships

Number 1 Provide valuable information

Number 2 Make essential phone numbers available to your clients

Number 3 Raise crucial issues

Number 4 Don't hesitate to suggest other services or products from other colleagues or companies

Number 5 Go the extra mile

Number 6 Facilitate client publicity

Number 7 Make charitable donations

Number 8 Help subordinates unstintingly

Number 9 Don't be afraid to take a stand

Number 10 Treat clients as partners

RELATIONSHIPS

<i>Buyer</i>	High commitment	Self-defeating sale	Ideal Sale
<i>Commitment</i>	Low commitment	Indifferent Sale	No Sale
		Low Fee	High Fee

The above is a table to show the various types of buyer commitment and the type of fee they are willing to pay.

Fees should never be established at a level designed merely to acquire the business to compensate for low buyer commitment. No one will be pleased with the outcome.

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