

Dental Consultant Master Academy

Action Sheet - Week 22 **Your Noble Business Purpose**

Write Down The Answers To These Questions:

What do you do for a living? (Your elevator speech from last week)

What was the situation?

How did you make a difference?

What did the other person say?

How did he or she look?

How did you feel afterward? Write down your feelings here.

Tell the story, of how you have made a difference in the life of someone else, to a colleague, your spouse or a friend.

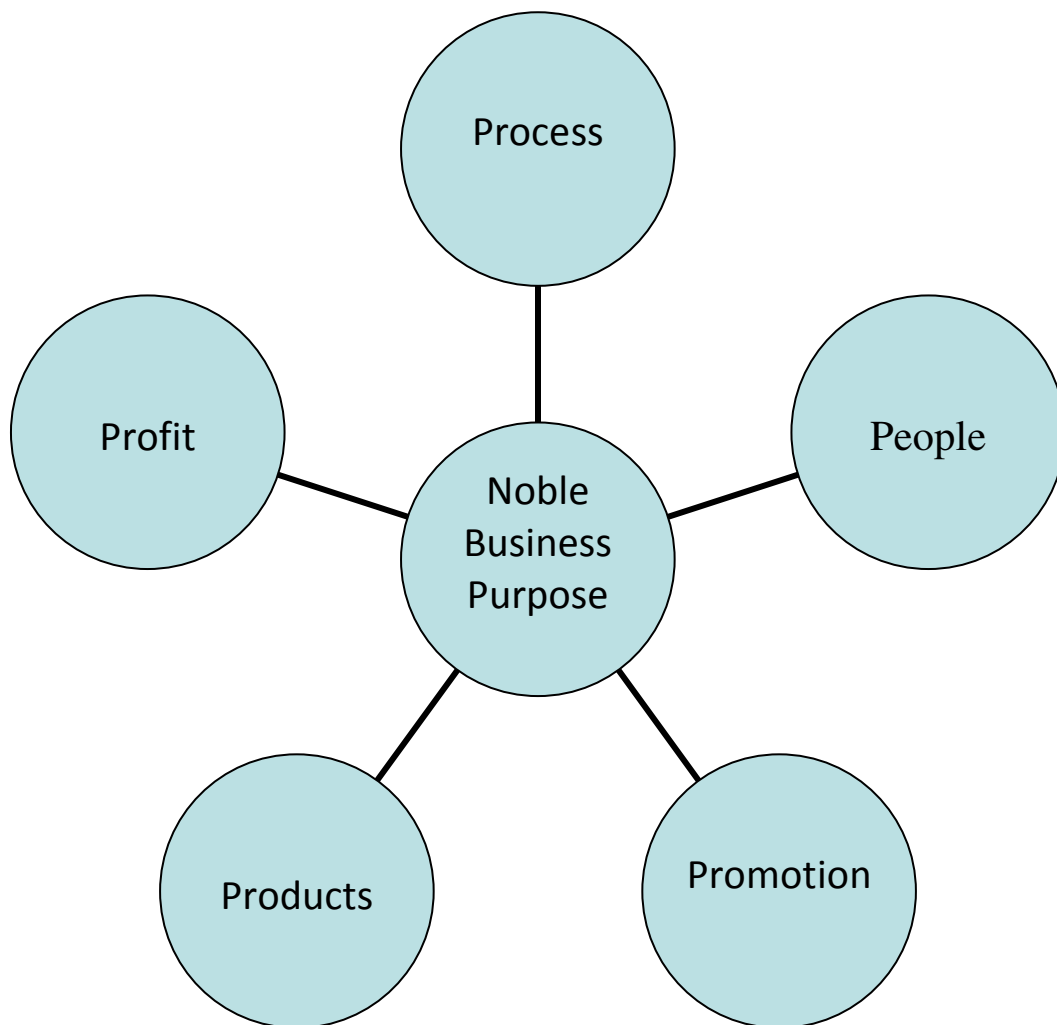
How did this feel different than telling someone what you do for a living?

How did the other person respond when they heard this story?

Write a sentence or two below about how a client will be different when they use your services and/or products? What do you offer that is different from another consultant in your niche?

Examples of a Noble Business Purpose:

Six Point Noble Business Blueprint



***Profit according to this business model is a measure of how well you are performing.**

List Your Top Opportunities to Sell Your Services or Products Below or Create a Separate List for each prospective client opportunity and write all of your answers to each prospective client on a different page:

Opportunity 1:

Opportunity 2:

Opportunity 3:

Opportunity 4:

Opportunity 5:

Now look at each opportunity and ask yourself “What will it take to close this opportunity?”

As you answer this question for each potential business client, monitor your thoughts and feelings. How do you feel? Anxious? Nervous? Fearful of losing their business? Are you excited about closing the business or do you feel worried you won't close the business?

Now, looking at each prospective client opportunity and again, ask yourself these different questions. Record them each on your separate piece of paper set up for each prospective client:

Will the prospective client be more efficient?

Will he or she be happier or more successful?

Will it position the client's business better in their community?

How will my prospective client's life be different if they use my services or product?

Will my services or product make their life easier?

How will my services or product affect their bottom line? Will my client make more money?

Will their business save more time or resources?

Using the Six Point Noble Business Blueprint Model with your Noble Business Purpose at the Center, you should be able to write your noble business purpose statement.

Ask yourself how your client will be different when they use your services or products. Ask yourself the above questions. Every time you meet with a prospective client you want to ask yourself how this client will be different once they use our services/product. How will this client be different after using our business?

Don't worry about sharing this with anyone else.

Do your clients tell you that you took away their headaches?

Do you help them reduce paperwork and leave the office sooner than they did before your guidance?

Do you make your client's job easier?

Write below what your clients have said about you:

- 1,
- 2.
- 3.

If you have trouble coming up with 3 things try this:

How do you help your clients make more money?

How do you make your clients more efficient?

How do you reduce your clients stress?

How do you help your clients serve their patients better?

What impact do you have on your client's families?

How do you provide a more robust solution?

How are you fun to work with?

Use your own words to make you different.

"We are different because we:

- 1.
- 2.
- 3.

Please note that you will not be repeating this verbatim to your clients.

Now write down the things you love about what you do:

"The things I love about my job are:

- 1.
- 2.
- 3.
- 4.
- 5.

As you look back at your notes what themes do you see written here? Are there any words that jump out at you?

Write down the words and themes that you find most compelling:

Words:

Themes:

Your NBP needs to be compelling and concrete. It will speak to you as your most noble calling for what you do in your business. Make it easy to understand and repeat. Make this an action oriented statement.

Here are some examples:

“We help dental teams work easier for them.”

“We help our dentists to achieve financial success.”

“We bring hope and health to patients lives.”

Brainstorm for about 10 minutes and write down 5 variations before you settle on your Noble Business Purpose Statement (NSB):

NBP#1: We...

NBP#2:

NBP#3:

NBP#4:

NBP#5

Here is a checklist of the following elements your NBP:

Is it short?

Is it easy to understand?

Is it concrete?

Is it exciting?

Can you explain it to your children?

Do you feel proud to share it?

Does it make you want to get out of bed in the morning?

Would you feel proud if your clients read it?

Now go and write it down. Please feel free to share with our group or email me.

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