

**Dental Consultant Master Academy**  
evolve ■ emerge ■ influence

**Transcript - Week 34**  
**Enrollment Skills with Your Client**

Hello, this is Debbie and welcome to this weeks training video. This week I will talk to you about skills to understand your client. You will learn how to be known as an influencer with your client and how to engage your client to build a quality long-term relationship. So let's get started on this weeks training video!

It is very important that you know what needs to happen with your client to feel a relationship with you is worthwhile.

When you are first getting to know your client ask them directly "Where are you at in your income? Are you making the type of money you want to earn? Is your personal life where you want it to be? Where are you in your finances? Do you wish to improve your finances? What number would you give your level of happiness in life? 5 is the best life you can imagine and 1 is that you need a lot of improvements in your happiness with your life. Ask your client "Do you feel like you have a purpose for what you are doing today in your life?"

When your client responds to these answers ask them "How did you get here?" Let your client tell you their success stories if these are something they have to talk about. Let the client tell you about their bad times if these are something they begin to talk to you about. While you are listening to their stories notice their behavior patterns and after they finish telling their story acknowledge what they have told you. For example if your client tells you they have a lot of employee turn over you may respond with "WOW! I can imagine this feels like you have had your knees cut off!" or something that shows empathy.

What you need to do is master the skills of understanding the doctor. Try to understand if your client is auditory, visual, or kinesthetic. Is your client moving towards pleasure or pain in their life? Are they big picture or detail? What traits do you notice while you are listening to your client speak? You need to become very good at profiling your client. If you know about the DISC profile then you will try to categorize and understand if you are talking to a D and I an S or a C. I have written down a link for you to take the DISC profile and understand where you are on the profile chart and begin to learn the various personality styles and how they will speak to you. It is also good to understand the various personality traits so you can understand the language of your client which helps to create a bigger influence as you work together.

This next question is most important and that is "Where do you want to go with your business and in your life? Ask them "What is most important to you in your life?" And begin to understand their core values and what their beliefs are.

It is important for you to understand what needs to happen and feel that a relationship with you is worthwhile. Next question to ask is "do you have a plan in place to get where you want to be?"

Many of your clients will tell you they do have a plan but there are many who will simply say “No, nothing I have done has worked.” This is where you provide hope and let them know that you see a lot of hope for things to turn around.

This last part is all about getting a commitment. This is the million dollar question and that is “Doctor Blank, how can I help you?” Or you can ask “How can I support you to accomplish your goals?” Let the doctor know “I can do this with you! Let’s create a path from where you are today to where you want to be.”

My goal in today’s video is that you get clear on what it takes to be successful in your career as a dental consultant. These are some of the important initial questions that you need to ask a doctor who you are ready to work with.

Now go to your action sheet for this week and it is important that you answer these questions and begin practicing how you will talk with a client and ask these questions. Write down your answers and then as silly as it may seem, get in front of your bathroom mirror and practice these questions.

Also go to the DISC profile and complete this assessment for yourself. Then write down what you think some of your potential or current clients are and understand how they will be communicating with you.

This is all for this weeks video. It is important that over the next 2 weeks you practice these conversations in front of a mirror. Practice until you have this down to a science and you do not stumble over your words.

This is Debbie signing off. Everyone have a great week!

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