

Dental Consultant Master Academy

evolve ■ emerge ■ influence

Action Sheet – Week 30 Qualities of Top Consultants

Take some time to write down what best describes your top qualities as a dental consultant. What do you bring to clients that create a strong desire for them to hire you?

Number 1. Can you influence people?

What questions you can ask potential clients so they understand you are influential?

What does your posture look like as an influencer? Think about not only your stature while standing or sitting with a client but your tone and the look on your face. What do you wear? Write these things down.

Number 2 What is an example of your skill set for influencing others? Write down an example of someone who you were able to create a change from within. What did you say? How did you say it? Were you critical? Were you compassionate? Were you able to speak softly while getting your point across?

Number 3 What systems of or in a dental office do you understand that will put you on the top? Is this the computer software that you can be most effective and efficient to guide the office? Do you have knowledge about effective communication? What is it that creates the best team? What is your knowledge that puts you on top of the leader board? Think about this and write down all of the areas.

Number 4 What is your marketing plan? How do you plan to enroll dental professionals into your program? If you have not written a marketing plan, here is a great tool to help you write this down:

<http://www.forbes.com/sites/davelavinsky/2013/09/30/marketing-plan-template-exactly-what-to-include/>

Number 5 What is your daily routine to stay committed? Write down 3 things that you do daily to be your best. How do you stay “on top of your game?”

Books to read that may help keep you at your very best:

- Seven Habits, Stephen Covey
- Everything is Marketing, Fred Joyal
- Good to Great, Jim Collins
- Delivering Happiness, Tony Hsieh
- Any of the EMyth Books by Michael Gerber
- The Fred Factor, Mark Sanborn

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