

Dental Consultant Master Academy
evolve ■ emerge ■ influence

Transcript - Week 36

Qualities of Top Consultants

Hello this is Debbie and welcome to this week's dental Consultant Master Academy. This week I want to talk about what it takes to be successful as a consultant. I want to talk about some of the qualities that I have seen and the ones that I have done my best to emulate. I always have the same advice; this is after all what inspired me to start this Dental Consultant Academy is because I am frequently asked "How did you start this business?"

I want to remind you that you must understand people don't buy **you**, what they really need and want is to be in relationship with you and they need to be able to accel in 5 areas.

These areas are

Number 1 is Can you influence people?

I gave you some questions to ask your clients two weeks ago. How well can you influence a dentist to want what you offer? People don't buy your services or anybody's product for any other reason than emotion

How good are you at making an emotional connection

Number 2 is that you need to be a great coach - a great leader and this comes back to the skill set of the influencer. This is about getting the other person to tell you where they are at now and where they want to be. What strategy can you offer to get them where they want to be? Part of being a great consultant means that you are a great listener. It is not about becoming their best friend but being able to let your client know at times

"Hey, you are so much better than this!" This is not about your expectations and putting those in front of what your client wants. When you tell the other person what their vision or their dental practice should look like, you will find it very difficult to get great results. This is when you begin to feel like you are hitting your head against a brick wall and that hurts! You need to be asking powerful questions about what the client wants.

Number 3 is a skill set about coaching and that is Do you know the business of dental business? I am not saying that you need to have an MBA but you do need to understand how the systems of dentistry work. Not just practice management but how to read a P and L and doctors are going to expect that you know the business of business. You must have this acumen. The doctor looks up to you and the challenge is if the doctor knows more about their business than you, then eventually you will find out that you are not in the right place to be a top notch consultant.

Number 4 is the back script of your business.

How do you market your business?

You have decided this in the first half of this program. And what systems do you plan to have in place so your clients get where they need to be with their business? This is about enrolling dentists into your program; it's about getting results and keeping your clients enrolled in your programs.

Number 5 which is the glue that holds it all together is to walk and talk YOUR culture. You need to be committed to what you are teaching. You need to be committed to mastering life. You need to be committed to your own state of mind daily. Walk your talk is what I mean here. If you are going to teach something then you need to go and do it as well.

You can be great at all of these categories but if you don't believe in the culture of your business and ultimately what you need to teach your clients to do to be successful then ultimately it won't work.

Be honest with yourself. This business is not for everyone so you need to be able to walk your talk 24/7.

I want to ask that you go to your action sheet for this week and write down your own answers to why you should be considered one of the top dental consultants.

Please be sure to complete this week's module. The more time you spend working on your business, the greater your success will be in the very near future. I will see you next week! I hope you have a great week.

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