

Dental Consultant Master Academy
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Transcript - Week 38
Quick Start the Practice Analysis Opportunity

Hello this is Debbie and welcome to week 38 of your training! Today I will talk about the best, the fastest way for you to begin working with clients, overcoming challenges when a dentist is saying "I am not ready to do the PA now" and what you must know 1st to move forward working with clients.

The best way to get started working with clients in office is to collaborate with other dental corporate businesses. Names of these companies may be bankers who are loaning dentists new and current practice owners, money. It may be Care Credit who loans patient money. Some of my business collaborations are with Green Tree a company that helps dental practice collect money owed by patients. I am also working closely with Solutionreach. Some of these companies will actually sponsor events where you can be a speaker. I highly recommend that you offer a Complimentary Practice Analysis to everyone who comes to an event where you will speak. Have the sponsor or sponsors all give a complimentary Practice Analysis as a "Thank you for attending the conference."

Another great way to get new clients is to have a current dentist who is your client invite one, two or three of their colleagues, other dentists and take them to dinner. Have the client introduce you to their dentist colleagues and have them bring their burning questions. These are questions they have to improve their dental practice. What is it that keeps these dentists up at night? Buy them dinner, answer their questions and do your best to get a Practice Analysis set up in their office.

I have also had my business alliances take me and their dentist client out to lunch or dinner. They introduced me and my alliance gave that client a complimentary practice analysis. My business alliance was so excited to do this because it made them look really good!

Do you have a relationship with any of the dental sales reps for example Patterson Dental? I know the facility near my house has a place to host a hundred dentists for a meeting. You can offer to go there and speak to their dentist clients. Even if you have to offer to bring food to get dentists in the room reaching out to a big sales company like Patterson or Henry Schein can really help you kick start your consulting business.

The point is that you want to make it easy for your alliances to give you the information to help their clients.

One of the challenges I have is that I will speak to a dentist and I will provide the Practice Analysis without a commitment. There are 2 things that can happen when a dentist tells you that they are not ready to make a decision. What is happening from helping that dentist make a decision? What are they on the DISC profile?

Does the dentist not want to make a change? Are they too analytical and didn't get all of the information they need to make the decision? Can you look on the DISC profile and ask yourself where they fall?

Does a doctor who can't make a decision need some leadership skills so they can make better decisions?

There is a certain behavior, a certain action, and this is about: are they getting the result they want? If someone says I don't think this is the right program for me, then you can ask them "What do you think you need to accomplish what you want for your dental practice?" Many times they really don't know what will solve the problem. They just don't believe you have the answer.

What is the doctor's pain? Did you find out what their pain is as you were originally conversing with doctor?

Ask the potential client questions like this: "What would be possible in your practice ==what would be possible in your life if you could...?" Let them think about what life could be like without this pain.

Maybe you will have a dentist tell you they don't think the end result they want is possible. You can talk all day long so look what is behind this mindset. It can be as simple as your client being told something years and years ago that they can't be successful. The power of your questions will get behind the world of your clients.

One other thing is if you can show them (this whole world around belief systems) this world about profitability and how this can happen and how for example a hygienist can boost profits now you can have this other domain and these people in the practice who can make the practice more profitable and this can make life so much easier for doctor in turning this around.

Instead of telling a potential client the answers that you think they want to hear ask probing questions. For example "If I could find an easy way for (Their pain. The problem keeping them up at night. Maybe doctor needs more money collected or more new patients coming to the office, etc.) How would this make life different for you?" Remember to probe in the beginning and not be so focused on giving answers to right now -right this minute - solve their problems. Get them dreaming about how good their life can be.

When they say "Yes, that would make my life or my practice better," now you say "Ok, so let's do this!" Keep focused on responding with positive statements after you ask the probing questions and they give you an answer that says their answer can make life different.

This is a gentle way of getting them to say “Yes.” You also let them know, you set them up for seeing how it can work and if they say “No” to your services let them know that you part as friends. That is it. But the important piece here is to get the potential client to make a decision.

Remember these 2 domains: Leadership domain and the client beliefs. Being successful can be concrete because of your business systems that you will put in place for their dental practice. There is this entire side of the coin where dentists need to have leadership skills to be more successful. This will allow your dentists to be more profitable. Let them know what you do. Tell them how you can help solve this problem that keeps them up at night. Now you are not going to tell them exactly how to do this but tell them that you have X, Y and Z that will be solutions. Tell them how you will be working with them. Will you be monitoring their numbers weekly or monthly? Will you do in-office meeting monthly or four times a year? This is what you need to explain to the doctor. By this point in our academy program you know what your systems are. My system is that I believe in. is to develop leadership in my doctors so they have a team driven practice. No more micro-managing by the doctor and the team develops leadership skills along the way as well!

Understand the power of your questions. Most practices will want to be more profitable. Not every practice wants to be more productive but they do want concrete things. Tell them what you are giving them. Tell your potential clients what they want. How do you get your potential clients get to YES? This is all around the power of your questions.

I know I mentioned this before but it is important that you begin working with your alliances – your strategic partners and ask them to hand out your Gift Certificate so they can be an advocate and invite their clients to take the next step improving their practice.

In your action sheet this week I have a form to complete. Write down at least 3 business alliances. Plan to meet with them each month to exchange ideas and learn how you can help their clients and how you can offer support and take your alliances business to their next level of success.

I sit down with my alliances at least once a month and talk about potential clients. Most of the time we will exchange client information. I don't give the business alliances all of my leads but I do share with them the ones that I feel can benefit from their (my alliances) services. Now, I want to let you know that I do not recommend that you be bold with your clients and tell them you discuss them with other dental business alliances.

This is common sense – right? That would probably not go over well if you tell your clients “HEY! I meet with my business alliances and tell them about your office!” The purpose for meeting with other dental businesses - - your alliances - - is to learn about what is going on with their clients, how you can support them in their business and then to let your alliances know which of your clients that you can offer the business alliances’ services to and which clients you can introduce your alliances to.

Now go to your action sheet, write down when you plan to meet with you alliances. Put together a list of your alliances and the date when you have agreed to meet. After I meet with a business alliance I send them a thank you email at the very least. Just today in my mail was a very nice thank you card from a new banker I met with last week. She told me how excited she is to work together towards our future success! Do you know how good that feels to receive a card like that? Yes, it feels so good and you will be passing along this type of kindness after you meet with your business alliances. I have close business alliances and we talk –well with some of them – almost every week just as a follow up. One of my alliances took me to lunch and now --still –two weeks later I am still following up with that office and my alliance is helping—supporting me in sealing this deal. It is a great thing when you have the support of other dental business alliances. It is like a cheerleading team right next to you and they are doing their best to get that client to sign the contract. It just has worked well for me!

This week, I am also attaching in the guides and forms section, a gift certificate that you can give to your business alliances. You can customize this with their logo and information so they give this to their clients and in return it makes them look really good! I make my gift certificate worth \$2,500.00. You can put a value on your gift certificate for what amount you think is appropriate but \$2,500 has worked well for me up to this point.

Next week will be your last video on in-office consulting so I will basically do a recap to get your started working in-office with clients. Next we will dive deep into speaking at dental meetings. I will show you how to write your content and even how to sell your services while you are speaking.

Until next week, everyone have a great week and I will see you on the next video!

This is Debbie signing off for now.

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