

Earn an extra \$10,000 a month with just your phone!

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_I'm often asked a tough question: What can an independent dentist easily do to improve the practice's production? And the tenor of these queries is growing ever-more frantic as competition gets fiercer (especially competition from corporate practices). I have an answer to that question, and while it is not effortless, what I offer is extremely effective. Solution: Improve your call conversion.

One of the critical steps in attracting new patients to your practice is converting interest generated by your advertising efforts into actual patients in the chair. In almost every case, this conversion takes place over the phone. A well-crafted marketing strategy is important in this process, but for *potential* patients to become *actual* patients, there absolutely must be a kind and engaged voice on the phone representing your practice that works effectively to get callers to book appointments.

Why is call conversion important? The answers to that should be obvious: First, call conversion directly affects revenue. Consider that when prospective patients call, they have acknowledged a need for dental

work, researched your office, found your phone number and made the time to call. *They are primed to do business with you.*

The average dental practice receives 135 new patient opportunities per month, but only 48 of those opportunities convert to appointments. That's only a 35 percent conversion rate. Basically, two-thirds of calls into the practice are not booking appointments. That's 87 appointments *not* booked.

_The COSTS of poor conversion

According to the American Dental Association, the first-year value of a new patient averages \$642. If the typical dental office is open four days per week, we have 16 working days per month. For simplicity, let's assume only one missed conversion opportunity per day. From those statistics above, you can see that typically it is much, much more than one per day. But for our calculations, we'll just say one per day. That's 16 missed opportunities per month, at the ADA's \$642 per new patient.



(Photo/Svilen Milev, www.freeimages.com)

Add it up and you are losing out on more than \$10,000 in missed revenue per month.

And if you look long-term at the lifetime value of a new patient, with the lifetime averaging 10 years, that's approximately \$100,000 that you just lost over the next 10 years from *one* month of failing to convert just that *one* call per day.

The second reason call conversion is important is that to make up for lost opportunities, you're going to have to work harder. You're going to spend more money on marketing and be in the office for more hours. So you're working harder — not smarter.

Finally, missed call conversion opportunities are a drain on energy. You have to keep trying to fix the same problems again, again and again. Not only are you losing money but you're losing energy. You are not focused on what you do best — dentistry. You're going home saying, "What did I accomplish today? I was busy but I wasn't *productive*."

What to do?

The solution to poor call conversion is a Fortune-500-based-system of training that empowers your front office team to increase their effectiveness. All-Star Dental Academy teaches a patient-centric, service-based system of call conversion called the GREAT Call Process™.

GREAT is an acronym. It stands for Greeting, Rapport, Engage, Asking for the appointment, and Taking Information.

The cornerstone of the GREAT Call Process is that

it helps your front office team create a connection — or rapport — with callers. This is a critical component of establishing long-lasting, profitable relationships with patients.

You will see three significant benefits of employing the GREAT Call Process to build relationships with patients. First, you're going to have more high-quality patients that make appointments. Second, those patients are going to accept treatment because they trust you and your practice. And finally, they are going to refer their friends and family because they feel like they are treated with care.

Compared to your competition, you stand out. Ultimately, through building rapport with your patients, they will show up and are set up to accept treatment.

Evidence of the value All-Star Dental Academy and the GREAT Call Process bring to the industry is our relationships with leading dental organizations, such as the American Academy of Cosmetic Dentistry, American Academy of Implant Dentistry and The Academy of General Dentistry. They agree that a relationship-focused philosophy is best for the patient *and* the practice.

I want to invite you to learn more about All-Star Dental Academy and the GREAT Call Process at our website, www.allstardentalacademy.com, or sign up for a free online training event where we dive deeper into the power of phone skills to transform your practice.

Visit www.allstardentalpractice.com and choose a day and time that works best for you.