How would you like to double your practice growth? How would you like to double your net income? Of course you would! But what we want and what actually happens are two different things.

When you first started your dental practice, you felt the excitement. You experienced large percentages of growth for the first few years. Then your dental practice became stagnant.

You’re not seeing growth in your dental practice now. Your “adjusted gross income” and “net income” decreased to the point where it depresses you to look at the numbers on your tax return.

You have hit a plateau, and it is commonplace for all businesses, including dental practices, to hit a plateau at some point in their life. Many will hit multiple plateaus.

I completely understand why hitting a plateau or even a decline in business would depress you. It’s because you’re seriously feeling the squeeze. You discovered that your expenses don’t plateau just because your income has flattened or declined.

- Your staff wants more money.
- You need more space.
- You need to purchase updated and emerging technologies and equipment.
- It takes more money to run your practice.

Not only do your expenses rise at the office, but they rise at home too. You’ve got kids, private schools, bigger houses, insurance, higher taxes.

So how can you as a dental practice owner get off the plateau, take your business to the next level and make more money?

Get the right training, skills and resources you need to build your business.

Look, you’re either on plan, off plan or you don’t even have a plan. How would you like to double your practice growth? How would you like to double your net income? Of course you would! But what we want and what actually happens are two different things.

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Look, you’re either on plan, off plan or you don’t even have a plan. If you have been in practice for any significant amount of time and you are not investing heavily in your practice, I wouldn’t be surprised if you’re experiencing a plateau in your business right now.

You see, if you’re not learning better ways to build your practice then you are just doing the same thing over and over again. How is that going to solve your problem and take your practice to the next level? It isn’t.

Get the right employees: implement a ‘no mediocre employee’ tolerance policy.

With so many people unemployed today, you can find top talent. There is no reason why you have to accept mediocre performance.

Remember, you get what you deserve. If you hire mediocre employees or if you keep mediocre employees, then you deserve to get mediocre or sub-par results along with the gray hair you’ll get for dealing with these people.

Get a ‘no excuse’ mindset.

If you want to shorten the lifespan of your plateau, then you need to stop being your own worst competitor. I mean this in the most caring, loving way. You make and accept too many excuses for why you can’t get new patients.

For example, you blame the recession. Yes, many small and large businesses are failing. However, we’ve doubled our business in this economy. I have clients who’ve been practicing dentistry for 55 years and they had their best year ever in 2009.

A few of these top performers are in the state of Michigan — one of the hardest hit states during the recession. If they can get new clients and double their practices, so can you.
Yet, you have to adopt what I call the “two-economy system” mindset that accepts no excuses.

I define the two-economy system as putting yourself in a bubble where the economy is good, and keeping everything out of the bubble that you don’t have control over.

Thus, unlike most dentists who let all of the negative energy ooze into their office and into their existence, I reject it like the plague.

I adopted the policy that you get what you deserve; there are no excuses. I haven’t made an excuse in 20 years.

If I get a bad result, I probably deserved a bad result. It’s that simple. So, I don’t make excuses. I just say, “I got what I deserved, and I need to figure out why and how I’m going to fix it so I get a better result next time.”

If you can figure out what actions and efforts it takes to deserve more, then “Bingo!” you can get it.

If you make excuses about your ability to generate new patients, such as your town or the economy or whatever other pathetic, whiny excuse you might have made in the past, you literally cannot do anything. It immobilizes you.

Want to start growing your dental practice?
Here are your next steps:
• Get the training you need.
• Adopt a “no mediocrity” tolerance policy.
• Don’t make or accept excuses. When you complain, whine and moan, you take all the power out of your dental practice and completely destroy the mindset of your staff.

Remember, it starts with you.

Are you ready to grow your dental practice? 

About the author

Jay Geier adds 10 to 50 percent more new patients to his clients’ practices with little or no change to their marketing or advertising budget by simply leveraging their staff and getting them to focus on new patients as their No. 1 priority.

To see how your staff stacks up against your competition and more than 10,000 practices worldwide when it comes to turning prospects into scheduled appointments, take Geier’s new five-star challenge for free at www.schedulinginstitute.com.

UPDATE IMPLANTOLOGY VIII

MARCH 26 & 27, 2010
START TIME: 1:20 PM LOCAL GERMAN TIME / 7:20 AM EST
ON-SITE IN HEIDELBERG,
GERMANY

For the 8th year in a row, FIZ Heidelberg and the Young Implantologists are pleased to present a high quality training program focused on current topics in implantology. As always, national and global experts will introduce recent findings and methods of implant surgery, as well as prosthetics on implants. This meeting is not to be missed! Please see full schedule online.

PREMIUM SPEAKERS INCLUDE:

Brazil: T. Valcamaia
USA: T. Krauser and S. Ganz
Italy: P. Trisi

SPEAKERS FROM:

Spain: J. Garragato-Albiol
France: P. Ruise
Germany: P. Weigt, M. Steigmman, J. Schmoli
F. Kuller, ZTM M. Bollack, C. Cacaci

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