Positive impact, positive results!

It’s important to make a positive impact from the start, to entice dental patients back. Success coach Adrienne Morris offers some advice to help get on the right track.

1 Promise less, deliver more. Experience has shown that it really pays to undersell what you are giving and then over-deliver: the end result, a client who is thrilled to have gained a truly valuable product/result which exceeded their expectations. At the same time you will have acquired an initial short-term brief and hopefully have an extremely satisfied client who will be happy to recommend you and use your services again and again. Whatever you have gained profit-wise, you will have vastly exceeded as far as your reputation for performance, delivery and reliability is concerned.

2 Play full out. You know this isn’t a dress rehearsal. Treat each and every opportunity as if it’s the most important in your life and give everything you’ve got. You never know who is watching to see how you’re performing. Even if they don’t sign up this time, it may take just one more occasion for them to see you or the results of your work in action to convince them and they’ll have got what they want. Don’t be disappointed if they don’t give you an order or booking at the first meeting or the next – you have to build up trust and confidence. And if you’re always giving of your best, this will be enhanced each time they meet you or hear about you.

3 Pay attention to detail. Don’t be sloppy – attend to even the smallest detail because all those minute details add up to a great professional finish and that’s always going to make a good impression. Check spellings of names; check titles and how people like to be addressed.

4 Know your subjects. If you’re trying to reach someone, get names of the ‘gatekeepers’ ie, secretaries, personal assistants, receptionists – establish a rapport with them – they’re the ones who might just get you through the door when they’re rejecting everyone else (Peter Thomson, the renowned business consultant, refers to receptionists as ‘rejectionists’ with good reason).

5 Follow up good contacts. Always follow-up when you meet someone new with whom you feel you have really connected – drop them an email and remind them of what it was you had in common or had chatted about, remind them what it is you do, and for whom you have done it. If you have to write a thank-you, a handwritten note will always leave a good lasting impression, as long as it’s legible. Mention that if you meet someone who could be a potential client for them in whatever they do, you will definitely put them in touch – and do so. Hopefully in time they will reciprocate.

6 Be positive and put on a happy face. Sure it’s hard to remain positive when you’re feeling overwhelmed, but whining isn’t an attractive quality. The Tony Robbins mantra ‘attitude of gratitude’ really does have power. Whenever you’re facing a setback, do a mental checklist of what IS working in your life right now, what DO you have going for you, what people are cheering you on, and give thanks for your good health, for a roof over your head, for your friends and family, and give yourself the encouragement you have to be striving to do better. Lift up your head, put your shoulders back and smile – you should feel better straight away.

7 Focus on solutions, not problems. You have to switch your focus to solving the issues preventing you from getting to where you want to be. During the process every step will be a learning exercise and you will learn that it is this that is going to help you grow and in itself be life-changing. This, as well as the end result, is going to make a significant difference to you in the long run. Facing a seemingly daunting task but breaking it down into manageable chunks and dealing with each of these, one step at a time, will make it seem much more approachable. The learning you will get from your setbacks will be invaluable and make you stronger.

Company Feature

Is The Joke on You?

Is it possible for dental practices to attract more patients without spending more money on marketing?

A young dentist was starting his career. He rented a beautiful practice, engaged an interior designer and invested in the latest, most technologically advanced equipment. He was sitting behind the reception desk when a man said, “Yeah, I’ve come to activate your phone!”

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1 A s they say in the stand-up comedy profession, the old jokes are the best. Unfortunately, trying to find new patients in the current economic climate is certainly no joke. The recession, combined with greater competition between practices than ever before, has left many dentists with gaps in their appointment books as they struggle to maintain, never mind increase, their patient lists.

With their discretionary spending under pressure, potential patients are more demanding and discriminating than they have been in the past. Unfortunately, trying to find new patients in the current economic climate is certainly no joke. The recession, combined with greater competition between practices than ever before, has left many dentists with gaps in their appointment books as they struggle to maintain, never mind increase, their patient lists.

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