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. A promise is a contract and 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 the satisfaction of a brief and hopefully 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, they may take just one more occasion for them to see you or the results of your work in action to convince them they’ve 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 ‘re-jectors’ 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 hand-written 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 thinking in 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 you DO have going for you, what you DO have cheering you on, and give thanks for your good health, for a roof over your head, for your friends and family, and encourage yourself 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 encourage you is that this learning 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.

8 Walk the walk. Spend time with the peer group you want to be in – in other words, hang out with people already living the kind of life you want, doing what you want, who have what you want. Don’t be nervous about asking for advice. You must have noticed how people love to give it, even when you haven’t asked for any. Copy their behaviour, their style, dress the part, talk the talk – but only if it feels right for you because if you don’t feel relaxed, it will show in your body language. Be a ‘player’ and remember the coaches’ adage – ‘fake it ’til you make it’!

About the author
Adrienne Morris is a success coach, helping professionals and small businesses reach new heights of success and profit but in ordinary confidence, self-esteem, communications and performance. 07566 514714, email coach@alplifecoach.co.uk or visit http://alplifecoach.com.

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 in-