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. Keep your promises, and always do what you say you will do. This will build trust and reputation. Remember 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 reduced the initial outlay, and the 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, they may just take one more occasion for them to see you or the results of your work in action to convince them that 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 you meet them 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 Thoman, 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.

6. Be positive and put on a happy face. Sure it’s hard to remain positive when you’re feeling overwhelmed, butwhinings 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 you DO have going for you, what a clever person cheer ing you on, and give thanks for your good health, for a roof over your head, for your friends and family. Continuously 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 where you want to be. During the process every step will be a learning exercise and encourage your 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 get will 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’.

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 his new practice profitability? Solving this conundrum in isolation can be difficult, but with a little innovative thinking and planning, practices can be successful in attracting new patients.

A dentist, Munroe Sutton’s Patient Referral Plan is the culmination of 50 years’ experience in the field of dental marketing and is now available to dentists throughout the UK, bringing the same proven benefits to both patients and practices as those enjoyed in the US. Treatments are made more affordable for the patients, and practices experience the advantages of direct marketing at a cost to themselves. Acceptance rates rise steeply as the financial pressures ease for the patients, and with the option of receiving immediate payment practices are never out of pocket and payment is guaranteed.

The independence of the practice and any existing patient payment plans are unaffected, and a 24-hour automated service delivers professional, efficient patient confirmation. The referral system puts dentists in touch with an ever increasing, the strength and courage patients at no cost to themselves.

By joining a scheme widely accepted in America, U.K. practices nationwide now have an opportunity to expand their activities, patient lists and profitability without compromising their individual goals, existing patients or established payment plans or fee structure.

With more than seven million Americans participating, US dental practices are invited to join the Dental Network and benefit from this vast pool of patients.

A woman phoned her dentist to cancel an appointment because she felt she couldn’t keep it. The dentist said, “I know,” said the dentist, “but you yelled so loudly during surgery you frightened away my next patient.”

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