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. Understand that there 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 a happy client, in a rush and 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 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.

3 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 just take one more occasion for them to see you or the results of your work in action to convince them that you’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.

4 Know your subjects. If you’re planning 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 Thomas, 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, but winning isn’t an attractive quality. The Tony Robbins mantra ‘attitude is destiny’ 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 can cheer up, cheer up, cheer up your head, and give thanks for your good health, for a roof over your head, for your friends and family, and try and encourage you to 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 one day it 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 get will set you back which can only be a great advantage to you.

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. Visit her website at http://alplifecoach.com or call 07958 514714, email coach@alplifecoach.com 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 a interior designer and in-