Getting to know Gary Morgan

Dental Tribune profiles Gary Morgan, owner of Milestone Experts

From humble beginnings in Harrow, Middlesex, Gary Morgan is the business owner and lead trainer of Milestone Experts, a company dedicated to helping businesses increase sales and improve client retention through effective call handling. He is also an international speaker, regularly sharing his knowledge up and down the UK and in the Republic of Ireland.

Milestone Experts has a diverse client base, but Gary’s area of expertise lies with dental practices. He explained, “I cover everything from sales (which I know is a disliked word in dentistry) to customer service, which includes telephone call techniques. We also recognise that every call counts and offer a telephone answering service.”

With a recent BDA study revealing that dental treatment in the UK is highly rated, despite the OFT report stating that patients are not given enough treatment information, competition among practices is fiercer than ever before. Therefore, it’s important that practices ensure high standards are maintained at all times, not just in the clinical setting, but also in regards to customer service.

“Ultimately, I want to ensure that the practices I work with become the ‘go to’ practice in their area. Even the most minute detail can determine whether a potential patient joins you or instead goes to the competition,” said Gary.

The early days

After leaving school with only a few qualifications, Gary is testament that hard work really does pay off. He said, “Over 20 years ago, at the beginning of my career, I was offered the opportunity to go into sales, and discovered I was pretty good at it. This was also when I was first introduced to training, as the company directors asked me to train new staff. I really loved sharing my experience; I could advise what worked well and what didn’t. After a while, I became a co-trainer and an area manager.”

From this role, Gary learnt a great deal about business management. He was unfortunately made redundant but as they say, everything happens for a reason, because from here, Gary made the bold decision to set up his own company that to be successful, you have to offer a much better service than the competition, and we were renowned for customer excellence,” said Gary.

After a successful nine years, Gary sold his business to spend more time with his family, but the workaholic in him knew his heart was in training and consultancy. Gary missed the buzz but realised he had to take one step back in order to go two steps forward. Eventually, he made the decision to approach a famous directories business, known for their exemplary staff training, to learn...
the skills needed to become a successful training consultant. Starting out on the telephones as a telesales consultant, Gary consistently achieved high customer-service scores and was promoted to lead training and development consultant within two years. Later, he was headhunted by a communications provider to become their sales and training manager.

Being self-employed has always been a key driver for Gary, and starting his own training company, Milestone Experts, four years ago, was a huge milestone in itself.

“In the early days of Milestone Experts, a dentist asked me to help him with his practice after learning about the sort of help I offer. After I started working with him, he began to see very positive results. He recommended me to colleagues, and then I started to proactively offer my services to dentists. The business has really grown into a successful operation. For the first time, I feel like this is it, everything I’ve been waiting for.”

7-Star Programme
Milestone Experts offers the 7-Star Dental Practice Programme. This is designed to help practices improve patient retention, increase patient numbers and help encourage existing patients to increase their treatment spend. To do this, Gary mystery shops practices to identify how they are currently performing against a 7-Star Dental Practice Scorecard; analyses every aspect of the practice; and offers his advice and recommendations. The training topics covered can be delivered as team or on a one-to-one basis.

“On this programme, we ask practices to imagine they are a 7-star hotel. Patients would expect the best of the best. But it’s not just the level of customer service I look at; I also evaluate the aesthetics of the practice, inside and out, it’s the minute details that count. Creating the very best impression from the outset, right through to post-treatment is very important,” explained Gary.

Going forward
With Milestone Experts being such a success, especially with dental practices, Gary wants to take his services global. He hopes 2013 will see the launch of his e-learning and video learning packages.

“Wherever practices are in the world, online learning will allow me to engage with them all. Offering something different, as everyone has their own preferred learning style, the video learning will be fun, interactive and fresh.”

In-practice training can range from a full day (between 8am and 8pm) or just two hours, allowing practices to take part without taking up too much clinical time.

Gary’s logical approach to improving practice performance has been well received by an array of practices. He said, “Delegate feedback has been fantastic, with responses ranging from ‘informative’, ‘insightful’ and ‘useful’ to ‘engaging’, ‘interesting’ and ‘helpful’.

“We offer a very unique service at Milestone Experts, which provides fresh, up-to-date ideas on how practices should operate.”

With over 10 years training and coaching experience under his belt, Gary thoroughly enjoys what he does. “I’m really passionate about what I teach and thrive off sharing my knowledge and advice. Speaking to larger audiences allows my message of improving patient retention, etc., to reach more people simultaneously and ultimately allows me to make a bigger difference.

“I am really looking forward to a prosperous 2013 and grabbing all available opportunities with both hands.”

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