

OVERCOMING “I’LL THINK ABOUT IT”

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“An organization of indispensable people doing important work is remarkable, profitable and indispensable in and of itself.” – Seth Godin

THE IDEAL PATIENT

Focus on:

Why? _____

What? _____

Who? _____

Reasons Patients Don’t Accept Treatment:

NO TRUST – NO NEED – NO HURRY – NO VALUE

Six Steps to Effective Case Presentation:

1. Build The Relationship _____

2. Establish The Need _____

3. Educate And Motivate _____

4. Ask For A Commitment _____

5. Make Financial Arrangements _____

6. Schedule The Appointment _____

What is your ONE thing that you will implement on Monday? _____

“Offer the best dentistry possible. Make the financing comfortable and affordable. And, get out of the way and let the patient have a chance to say “yes” to the very best.” – Dr. John H. Jameson



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