



Speaking From Experience®

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Build a Patient-Pleasing (and More Profitable) Dental Practice

Transform Your Practice Team Into A Very Profitable Patient Loyalty Machine

Pleased Patients ⇒ Repeats ⇒ Referrals ⇒ Profits

The shocking truth is that your patients don't base their loyalty on the quality of your clinical procedures! Your patients do evaluate how their phone calls are handled, how they're treated when they arrive for appointments, the follow-up attention they receive, and your team members' communication skills. This potent seminar is designed to help you orchestrate a symphonic system that produces more-than-satisfied patients. You'll lead your team in honing the key non-clinical skills that will make your patients want to provide referrals, accept your treatment plan recommendations, and help build your business.

How you communicate with patients determines how pleased they'll be with your practice. What You Say Is What You Get! This program focuses on the benefits of transforming the everyday phrasing you and your staff are now using with patients, colleagues, suppliers and each other. You'll learn to use very powerful, positive verbatim replacements instead.

THIS PROGRAM CONCENTRATES ON KEY PROFITABILITY & COMMUNICATION TOPICS *including...*

Flawlessly Positive First Impressions:

- Motivate your receptionist to view him/herself as your "Director of Positive Impressions" and focus on making patients feel great about your practice.
- Employ telephone, fax, and email solutions that slash your missed appointments and late arrivals.
- Implement "Lobby Management" secrets to create a welcoming atmosphere so your patients are relaxed and positive when they reach your clinical team.
- Build an after-hours answering system that creates positive impressions even when nobody's in the office.

Profitability:

- Employ the principles of "Upside-Down Marketing" to exploit your easiest and most potent profit opportunity... the one that most dental practices totally miss.
- Reduce your marketing costs, while increasing your results by eliminating typical low-payoff canvassing techniques that waste your resources.
- Gather referrals from happy patients the easy way.

Staff Meetings:

- Convert your staff meetings into snappy, informative, team-building experiences that your team looks forward to attending, and you enjoy leading!
- Add one highly unusual agenda item that forces your staff to continuously improve... if you use it right.
- Benefit from one subtle communication nuance that helps you position your staff criticism as welcome constructive input. Overlook this technique, and you're subject to staff revolt!
- The trick to keeping meetings short and productive.

Dealing With Colleagues, Insurers and Suppliers:

- Establish a referral reinforcement system that will build your network of collegial relationships, while producing profitable new patients.
- "Cut better deals" when working with suppliers by employing negotiation strategies that help vendors think of you (and treat you) as a preferred customer.
- Reduce the frustrations of dealing with insurance reps.

Who should attend: This program will benefit every single member of your dental practice team. From the doctor to front and back office teams, your assistants, receptionists, and hygienists are warmly invited. Capitalize on the motivational and incentive value of inviting key members of your team to participate in building a patient-pleasing practice with you. This communication system will benefit staff members off the job, too.