

PRACTICE ORGANISATION

Achieving the fee level you deserve

ASHLEY LATTER

SHOWS HOW TO USE

EVIDENCE TO SELL

MORE TREATMENT

PLANS AND ACHIEVE

THOSE PRICES YOU

DESERVE



Ask your patients to share their experiences with you in a letter. Collect these and keep them in a folder somewhere where the patients can see them. You may feel awkward at first, but once you have a few, they will significantly help you overcome the doubters

Ashley Latter is a business sales coaching dentist and support staff in helping them grow their sales and bottom line results, by developing ethical sales relationship skills. Over the last three years, over 750 participants have taken part on his courses. He can be contacted at ashley@thesellingcoach.com

How many times have you ever had a situation when the patient has walked out of the surgery and he, or she never took up your treatment plan?

Why was it? Was it down to price – did they think it was too expensive? Or was it because maybe they weren't convinced that they needed the treatment? Patients are only interested in what is in it for them. So we have to use language that excites them and forces them to take immediate action. We can do this

by following a simple structure.

When explaining the treatment back to the patient we can use the following structure that can help you convince them to take action.

FEATURE

This is just a simple fact about the product.

BENEFIT

By using the treatment, this is

when we explain to the patient how he or she will benefit back in the workplace.

ADVANTAGES

This is statement that tells the patient what it will really mean to them, once they experience the benefit. Say, for example, you have a patient that has a busy lifestyle and finds it a challenge to get to the practice during office hours. So the structure will go like this:

PRACTICE ORGANISATION

'Mr Patient, we are open on Thursday night until 9:00pm (**Feature**) which means that you will not miss any work time (**Benefit**). This means that you will be able complete that project that you were talking about before and look good in the presentation you will be doing shortly (**Advantages**).'

If it may seem challenging at first, that is okay. Just please read the statement a few times and it will become a lot easier. By following this structure, we are talking on their agenda and not ours.

Sometimes, however, people need reassuring, especially if

they are spending a lot of money. They need some evidence. In my classes, we recommend several forms that we can use. The first and possibly the most beneficial follows.

TESTIMONIAL LETTERS

Now before you start saying it is unethical, I wish I had a pound for every dentist who was against using this, but took the concept back to the practice and now use them all the time in their presentations. They tell me that it is helping them win significant business that they

would have otherwise lost. They have immediate advantages:

- It is someone else stating how good the treatment was and how they are now benefiting. It's a third party
- It builds credibility with the patient
- It is especially powerful when overcoming price as an objection
- It will help the patient to make a decision quicker.

So please ask your patients to share their experiences with you in a letter. If they want to leave out the address out, that is okay. Collect these and keep them in a folder somewhere where the patients can see them. You may

feel awkward at first, but once you have a few, they will significantly help you overcome the doubters.

SUCCESS STORY

All you do here is explain to the patient someone who has benefited by using your treatment. You perhaps can share what they were feeling like before and how things are now. Again for ethical reasons, you don't need to mention names.

EXHIBIT

Sometimes people like to touch,

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feel and sample what they are buying. It could be a bridge, or simply before and after pictures, if they are buying teeth whitening.

DEMONSTRATION

This is where the dentist demonstrates how to use a particular. It may be an electronic toothbrush.

FACTS AND FIGURES

Sometimes it is worth sharing with the patient some facts that back up what you say. For example if they have a concern

about your credentials, you can tell them that you may have done this application so many times. When I am selling the Ethical Dentists Programme, I tell people that I have trained over 750 in the last three years. It helps to build credibility with a potential client.

However, you can use all the above, but you must have the most important tool which is *enthusiasm*. Here is a simple exercise. Please write down the initials of three successful salespeople you know. They could be in any industry, it doesn't really matter. Now please rate them


- 1 They have no enthusiasm whatsoever
- 2 Medium levels of enthusiasm
- 3 They have a high level of enthusiasm

I bet that most of them are threes. I do this exercise in all my classes and I never yet come across anyone who is a one. Over 95% say they are threes and have a high level of enthusiasm. It is the key to successful selling. If you aren't enthusiastic, you can't possibly expect your patient to be enthusiastic about taking up treatment plans with you. If you are enthusiastic, your

patient will more likely be enthusiastic.

So there you have it. When presenting to your patient, please use

- Features
- Benefits talk on their agenda
- Talk about what the advantages will be to them once they are experiencing the benefits
- Use evidence such as testimonial letters, facts, figures, exhibits, before and after pictures and success stories
- Be enthusiastic and the patient will be more likely to be enthusiastic.

Good luck! 

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