

## Patients Buy Benefits and Not Features

If there is one message I would like to get across to the whole of the dental world. In fact I might make it a mission to fill **Old Trafford** one day with all Dentists and Orthodontists in the World and preach the following- Patients do not care about the features of a product or service, they buy **BENEFITS**.

Have you got it?

People are selfish they are only interested in WIIFM-that stands for "**What's in it for me**".

When you go shopping you don't buy the product itself, you buy what it will do for you.

They don't want your products; they want the product of your product. In other words they don't care what you can do; they want to know what you can do for them. So please change your mindset and put your selves in the **shoes of your Patient** and see their problems from their point of view and learn what their want and needs are. Once you do this, then I can guarantee more people will say YES to whatever you have got to offer. Look at all your Marketing Literature, Website and the language that you use. Is it Benefit driven?

**Final message** -take time to understand your patients and show them you care and understand....more patients will say YES I promise.

In my next newsletter, I will share two more useful tips that will help you prosper in this recession.