

2008 DAMON FORUM



Exceptional Service *Contagious Passion*

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All videos have been removed

DAMON[®]SYSTEM
More than straight teeth™



In The Next Hour

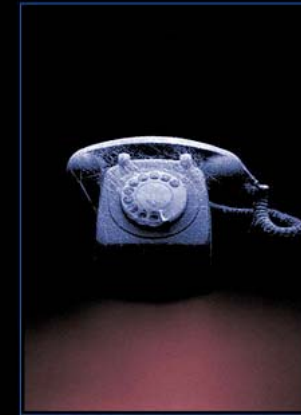
- Explore how consumer marketing has changed the face of the prospective new patient
- See how *service* affects your practice brand
- Critically examine how some standard practices work against your ability to deliver great service and how you can change
 - The morning huddle
 - The new patient experience
 - The way your office looks and feels
- Discuss the importance of collecting great patient stories
- Examine some strategies that encourage excellence



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In marketing - perception is reality

- It begins with the first phone call
 - You've got to smile when you're on the phone - people can "see it"
 - Some people even put a little mirror right in front of the phone as a reminder
 - Staffing for the phone is critical
 - Everyone who ever answers the phone should be trained
 - Be ready to answer FAQ's
 - Have access to scheduling software
 - The phone should be "open" M-F 8am to 5pm regardless of your clinic hours
 - Consumers expect it
 - They'll keep looking for someone who is open if you're not



APATHY

If We Don't Take Care of the Customer
Maybe They'll Stop Bugging Us.



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The consumer versus the referral

The Consumer

- Believes treatment is one of many viable options
- Has no position on whether you're a good choice or not
- More likely to make decisions based on emotion/aspiration
- Needs to be convinced that their smile can change their life
- Want what they want - and they want it NOW

The Referral

- Already believes they need treatment
- Already believes you are a good choice
- More likely to make decisions based on treatment/price
- Only needs to be sold on what makes you better than other practices
- Is willing to wait if you were highly recommended



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Begin with the end in mind

- The key to delivering exceptional service is in building strong relationships with current and future patients
 - Shift from “presentation” to “interaction”
 - Listen for key phrases
 - “I need.” • “I want.” • “I’d like.”
 - Uncover and satisfy needs
 - Get customer-focus



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Forming common ground

- The key to relationship building is your ability to form common ground and build from there
 - Think of patient interactions as social interactions
 - If common ground exists - relationship develops. If it doesn't - relationship doesn't
 - Best way to kill it - forget or don't use their name
 - People want to be
 - Understood & accepted
 - Appreciated & acknowledged



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Forming common ground

- There's a tug-of-war going on
 - Between the desire for self-improvement and the desire to keep their hard-earned money
 - Between what you offer and all the other options available
- It's not how much you know about their teeth that will make them buy - it's how well you understand their life
 - Your dental IQ is secondary to your chairside manner



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Ask questions and really listen to the answers

- Get them to open up about their life
 - Job
 - Family
 - Hobbies & Interests
- Think about what you want to hear
 - What can Damon treatment do to satisfy their felt-needs
 - What questions should you ask to “uncover” those felt-needs



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Oh yeah - did I mention listening?

- Care about the patient
 - Before caring about their teeth
 - The 80/20 rule for new patient interactions
 - Build your relationship trust-bank
 - It's not about what you know or say - it's about what you hear and how you respond



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Always ask yourself, “So what?”

- The most important question in interpersonal communication
 - What difference does this make to the person I’m talking to?

“The Damon System uses passive self-ligation, which means the brackets have these little doors or gates on them.” So what?

Try this:

“Damon System wires move freely so we can provide treatment without tightening.” So what?

- So treatment is more comfortable.
- So treatment time is faster.



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Acknowledgment

- Perhaps the single most important moment in relationship building
 - Connects you with the prospect
 - Makes them feel understood and accepted
 - Creates common ground
 - Is different than “agreement”



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Why does it matter?

- Patient experience determines your brand identity
 - It's not your logo
 - It's not your positioning line
- It's what they say about you when the subject of orthodontics comes up on the sidelines of the kids' soccer field
 - What kind of new patient experience are you delivering?
 - What do existing patients and referrers say about you?



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Guiding Principle #1

- Think through your day before it begins
 - Who's coming to your chair today?
 - Where do they work or go to school?
 - What have they shared with you in the past?
 - How can you amaze and delight them?
- Morning Huddle
 - Customer Service is a team sport - you've got to help each other
 - Tell stories on your patients
 - Show a picture of each patient you're going to see that day
 - Have a little contest to see who can remember names
 - Have fun with it



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Guiding Principle #2

- What you don't do to patients is as important as what you do
 - New patient forms
 - Acknowledging what they say
 - When scheduling appointments
 - In the new patient consultation



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Guiding Principle #3

- Make patients “insiders”
 - Everything you do at the front desk is being watched
 - When everyone stands around laughing - how can you include the “audience”
 - When you’re dealing with a difficult patient - how can you explain it to the “audience”
 - When two staff members are talking about a coworker - how does that look to the “audience”
 - Get out from behind the desk
 - Don’t point me toward the coffee - get me a cup...and remember how I like it



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Guiding Principle #4

- Focus on the “One”
 - Do what it takes to be present
 - Focus on the “one” right in front of you
 - Watch your coworkers and pick up the slack when they’re focussing on the “one”



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Guiding Principle #5

- Try to see things from their point of view
 - Put yourself in their shoes
 - Ask questions like, “How did that feel?”
 - Be sincere - lack of sincerity always shows
 - Once again - don't forget to acknowledge their feelings - even if you know they're wrong



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Next steps

- Put on an attitude of service
- Remember there is always an audience
 - And their review determines your success
- Try to treat everyone like they don't have to choose you
 - Put on your consumer hat and see through their eyes
- Change the morning huddle
 - Make its focus customer service
 - Play the name game
 - Tell stories on your patients
- Follow the guiding principles
 - Think ahead. Make patients “insiders.”
Acknowledge what they say.
Focus on the “One.” Be sincere.



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