



Team Activity

Team Activity

Series 2 Advanced Training

Session 10 Advanced Growth Strategies (Part 2)

Listen Online
dst.media/focus22

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1. Make a copy of this worksheet for each team member to use.
 2. Complete the Team Activity.
 3. Fax or email one “Master Worksheet” containing your team’s collective efforts.
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Send Us Your Master Worksheet

Fax
615-807-3301

Email
Champions@DentalSuccessToday.net

Team Activity

Step 1 Team Discussion

As a team, discuss your two leverage points and answer the following questions.

Leverage Point #1

The Average Visit Value of Your Patients

How to calculate the average visit value.

Combine all of the operative, surgical and restorative appointments you have in the doctor's side of the schedule and calculate the average dollar amount.

What's your average visit value?

What % of patients are moving forward with your state of ideal vision of health?

Note

When presenting COMPREHENSIVE treatment, you should be expecting your amount of total dentistry to increase, not your % of case acceptance.

Is your schedule structure harming your average visit value, yes or no?

Describe how you are REALLY doing at getting patients to accept, pay for and schedule treatment in chunks, rather breaking apart the full vision of treatment.

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Leverage Point #2

Acceleration of Investment and Capturing More Bundled Treatment

Read each of the following questions out loud and dialogue as a team. Answer them together and summarize your discussion on the next page.

Discussion Questions:

- Are patients coming to the consultative close with a clear understanding, and with a firm commitment, of what they're going to be doing?
- Are patients excited about the vision of their treatment outcome?
- Are you excited about the vision of their treatment outcome?
- Are patients fully aware of all the benefits that they'll be receiving?
- Are you making certain to present full fee, ask for full payment, and then following-up with the question of how much they can do if they can't do it all at once?
- Are you keeping the big picture top-of-mind and using photographs wherever you're presenting treatment?
- Are you delaying offering financing until you get cash on the table?
- Are you getting full acceptance on the vision, even if you have to break down treatment in stages to get patients moving forward financially?

Discussion Summary

Team Activity

Step 2 Personal Responsibilities and Priorities

Take a moment to go through this step of the activity independently.

Everyone write down personal responses before sharing together with your teammates.

What are your individual responsibilities in the practice?

What do you think are the top three priorities in your role?

Which responsibility do you want to focus on improving at this month?

Tip

An easy way to increase your chances of success is to choose a date and time when you'll check-in with a buddy in the practice to evaluate your progress.

