



Team Activity

Team Activity

Series 2 Advanced Training

Session 7 Treatment Presentation Experience (Part 2)

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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 The 3 Components of Closing Cases

Begin by reviewing the three components of closing cases (these are highlighted in your transcript) and by writing new goals and agreements of improvement.

Answer the questions below.

What is the first component of closing cases?

What are the 5 Key Elements to getting to the clinical yes?

Key Element 1

Key Element 2

Key Element 3

Key Element 4

Key Element 5

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What new goals and agreements of improvement will your team make regarding the first component of closing cases?

What is the second component of closing cases?

What new goals and agreements of improvement will your team make regarding the second component of closing cases?

What is the third component of closing cases?

What new goals and agreements of improvement will your team make regarding the third component of closing cases?

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Step 2 Role-Play Answering the 9 Core Objections

First, write down the 5 Keys to Dealing with Objections (these are highlighted on page 5 of your transcript).

Key 1

Key 2

Key 3

Key 4

Key 5

Now, partner with another team member and go through the 9 core objections from the perspective of your role within the practice.

Each team member should take a turn as both patient and team member for each core objection in this exercise.

Role-play each objection together and dialogue together, documenting your ideal responses, and, the areas in which you can focus on improving.

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Objection 1

"It's too expensive."

Ideal Team Member Response

Opportunities for Personal Improvement When Handling this Objection

Objection 2

"I can't afford it."

Ideal Team Member Response

Opportunities for Personal Improvement When Handling this Objection

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Objection 3

“How much is this going to be?”

Ideal Team Member Response

Opportunities for Personal Improvement When Handling this Objection

Objection 4

“Is my insurance going to cover it?”

Ideal Team Member Response

Opportunities for Personal Improvement When Handling this Objection

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Objection 5

“How much is my insurance going to pay?”

Ideal Team Member Response

Opportunities for Personal Improvement When Handling this Objection

Objection 6

“If insurance doesn’t cover it, it must not be important.”

Ideal Team Member Response

Opportunities for Personal Improvement When Handling this Objection

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Objection 7

“Do I need to do this now?”

Ideal Team Member Response

Opportunities for Personal Improvement When Handling this Objection

Objection 8

“I think I’ll wait.”

Ideal Team Member Response

Opportunities for Personal Improvement When Handling this Objection

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Objection 9

“Well, it doesn’t hurt me.”

Ideal Team Member Response

Opportunities for Personal Improvement When Handling this Objection

Before coming back together as a team, take a moment to self-assess on how well you’re doing at the 3 components of closing cases.

On a scale from 1 - 10, how are you doing with the first component: the strength of the clinical yes?

On a scale from 1 - 10, how are you doing with the second component: confidently restating treatment expectations by the doctor?

On a scale from 1 - 10, how are you doing with the third component: not breaking down treatment?

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Step 3 Role-Play as a Team

Come back together as a team. As a group, have each team member take a turn offering another team member one of the 9 core objections, and, responding to an objection offered to them from their perspective in the practice.

After role-playing each objection, open up discussion to offer feedback and insight as you develop your ideal responses together.

Write important notes from your team discussion.

After you've finished taking turns at offering and responding to objections as a team, decide what your goals and agreements are for the next month to put your progress into action.

What are your team's goals and agreements to more expertly handle objections this month?
