



Team Activity

Team Activity

Series 3 Team Mastery

Session 5 Building Value (Part 3)

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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

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Team Activity

Step 1

The Three Critical Pieces to Setting Yourself Up to Deal With Objections In the First Place

1. Clinical creation and establishing and illustrating proof.

- Clinical creation is the key component of your value-build and is established through pictures, proof and pain.

2. Building value and desire of benefits of outcomes, or, avoidance of consequences.

- Desire of benefits or avoidance of consequences are two sides of the same coin: they're both driving the patient to justify to him or herself as to why your treatment plan should be acted upon.
- Are you spending too much time talking about clinical matters instead of taking about the advantages with you patient?
- Your dialogue must shift away from dentistry and toward value. You must help guide patients to decide internally that they're moving forward with treatment before you can help them externally.

3. Strongly position how you approach patient care, health and your expectations of patients when it comes to money or insurance.

- It's up to everyone in the practice to set the tone for how you all make decisions, value health and expect patients to behave.

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Step 2 Phrases For Preventing Problems

The first way to solve a problem is to prevent it. We can prevent so many problems by deflecting negative ideas and emphasizing positive ones.

How to confidently deflect:

“Patient, it’s not important for us to be talking about money and insurance because we’re supposed to be talking about your health.”

“Patient, I understand why you asked and I have great news for you: at our practice, it’s all about you. We don’t care about doing what insurance wants.”

“Patient, at our practice, we decided a long time ago that we won’t ever let money stand in the way of helping you achieve your goals.”

How to confidently emphasize:

“Patient, no matter how much or how little insurance is going to contribute, what we know for sure is that we’re committed to you achieving optimal health again. That’s what our practice is about, and our promise to you is to make sure you don’t get anything less. Certainly, we don’t want you to settle for anything less than complete health. You deserve all the benefits that we’re talking about today, and we’re going to make it happen.”

The key is to not only deflect away from negative topics, but to then transition into emphasizing how you, and patients, will be making decisions about their health from positive, hopeful, empowering perspectives.

How to confidently state the truth:

“Patient, I’m sure you would think of insurance covering the kind of treatment we’re discussing here today: insurance is basically maintenance money...”

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...We want you to be very healthy, and of course, to utilize all the insurance you can. But basically, insurance gives you a couple cleanings a year, fixes a broken crown and covers a portion if you have an emergency. Today, we're talking about optimal health. We're not talking about the 'band-aid approach' insurance offers you. We don't want to cover up these problems, we want to solve them. Simply put, we want to get you back to the state of ideal."

"Patient, of course, insurance is not going to cover this. Yes, you're going to be making an investment. An no, I wouldn't worry right now about what that'll be because don't even know what the treatment is going to be. Right now, all we need to understand is what your goals are for your health and what you're committed to."

Let's review:

- 1. Confidently deflect away from negativity patients are wrestling with in their minds.**
- 2. Confidently emphasize the positive perspectives of their journey you'd like them to be focused on.**
- 3. Confidently state the truth about insurance and its inherent shortcomings.**

Remember

It all starts with you, the team. More often than not, money or insurance is made into a bigger issue by all of you than it is your patients. Don't be bashful or apologetic about the situation and derail dialogue. Rather, allow patients the luxury to joyfully justify the investment for themselves.

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Step 3 Before You Role-Play...

Keep these things in mind before you begin role-playing.

Follow your presentation structure:

Use pictures, draw circles, point out teeth, lay out the investment to get healthy. If you're talking about insurance, you're using it as a quick, one-line statement and moving right into the patient's investment. And of course, you're asking for the patient to make the payment today.

If a patient objects, immediately ask a clarifying question:

Make the patient justify their statement rather than you justifying it. Don't fall into the trap of responding to objections in an attempt to offer your own justification. The patient must be guided into reaching that conclusion for him or herself.

Clarifying question if the objection is, "I can't afford it."

"Please help me, I don't understand, what do you mean by that?"

Clarifying questions if the objection is, "I want to think about it."

"I'm curious to know, what exactly would you like to think about?"

"It seems there may be something that's unclear about what we've discussed, can you tell me more about what you're saying so I can help?"

Patients' beliefs:

After clarifying questions have been asked, move into reinforcing the "why" for the patient and the value the end result is going to bring to their life.

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This strengthens their belief in your care, expertise and treatment plan.

Your own beliefs:

Not only does your patient have to believe in the values of your practice and the value of your presented treatment plan, but you do, too!

Remember what patients are actually buying:

Nobody's buying dentistry, everyone's buying the end result of it.

Focus on the outcome, the benefits or the avoidance of consequences, not on how you're getting there (ie: clinical jargon).

Ok, it's time to begin role-playing...

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Step 4 Role-Play

Instructions for role-playing:

- Divide into tag-teams of 2 or 3 people per group.
- Begin by someone sharing a common patient objection out loud.
- How would you deflect and direct that conversation?
- Practice responding to the objection together.
- REPEAT! What's another common patient objection you hear?
- This is an open-book activity, so refer to phrases in your transcript for help!
- Make sure everyone gets a turn to respond.
- Practice for 10-15 minutes before summarizing your experience.

To summarize your experience, write some of your best sample objections and responses.

Objection 1

Response

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Objection 2

Response

Objection 3

Response

Objection 4

Response

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Come back together as a team and have each small group share one or two objections and responses with everyone. Write them below.

Learn from each other, and as a team, commit to using consistent, standardized responses.

Tip

Hone your responses to patient objections by making them quick, proactive and confident.

Write any commitments about how you're going to handle certain objections as a team.
