



# Team Activity

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## Series 5 Personal Growth and Practice Development

### Session 11 Advanced Strategies on Case Acceptance and Getting More Patients to More Meaningful and Comprehensive Yeses

**Listen Online**  
[dst.media/focus59](http://dst.media/focus59)

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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](mailto:Champions@DentalSuccessToday.net)**

# Team Activity

## Step 1 Speak It Into Existence

**As a team, start by speaking the end-goals of this activity into existence and cement your shared compass for role-playing and agreement-making.**

**Read these statements out loud and visualize achieving these breakthroughs together before beginning to role-play.**

**We will get stronger clinical yeses.**

Stronger and clearer clinical yeses from our patients will lead us into more complete, confident and effective treatment summary triangles of trust.

**We are truth-tellers and life-changers.**

We stand for our patients' optimal health and everyone on our team has power when they communicate with conviction and deliver the truth with care and kindness.

**At every chance, we advance our patients down their individual pathway to health.**

We don't give in and we do everything we can to help guide our patients to their next "yes," moving them forward on their pathway to health.

**Completing this activity will mark the emergence of these affirmations in our practice:**

- We will create value-based scheduling that's a multiple of what it has been.
- We will remove our overall dependence on volume.
- We will crush current barriers and accelerate our collections above and beyond production.
- We stay true to the complete, comprehensive, big-picture vision for our patients.
- We expect patients to accept treatment and joyfully walk their pathway to health with us.
- We always set each other up for success and are committed to consistent triangles of trust.
- We and our patients are fully invested; our culture of commitment is communicated clearly.
- We are at our best when our patients are at their best.

# Team Activity

## Step 2 Role-Play Real-World Scenarios

In last month's activity you explored building cases. Now it's time to practice closing those cases, getting yeses, and moving patients forward in a compelling way.

In groups, role-play achieving the clinical yes using real patient examples in your practice.

### First

Select some real patient cases from the last week or month that would be especially instructive to role-play and improve upon.

**Pick as many of these different examples as you can:**

- New patient.
- Emergency patient moving to a comprehensive exam.
- Patient with outstanding treatment.
- Hygiene or re-care patient who's ready to upgrade their health. Examples of that could be: TMJ, sleep, ortho and aesthetics.

### Second

Buddy up to role-play together in smaller groups. Be sure to diversify yourselves wisely!

### Third

Write the real-world patient scenarios you'll all be role-playing and get after it!

**These are the patient examples we'll be role-playing:**

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# Team Activity

## Remember

The degree in which you're able to impact your patients and improve their quality of life is directly tied to your ability to move them to a yes. And all leverage in dentistry, whether it's related to time, schedule or money, is dependent on the strength of those yeses.

**Someone in each group volunteer to play the patient for your first scenario and begin role-playing out from each clinical position, through the patient's yes, and up to the treatment summary triangle of trust.**

**As you move through your scenarios, periodically ask your small group these questions:**

- Are these really clinical yeses?
- Are we getting the patients to agree to the outcome?
- Are we staying fixated on just talking about the dentistry?
- Are we guiding the patients to an ideal position before we get to the last triangle?
- Are we staying "in the game," seeing things through and finishing the job?
- Are we driving conclusive conversations, culminating in a clear yes?

**Come back together as a team and share any insights you discovered through role-playing.**

**Write your tips, takeaways, opportunities for improvement and commitments.**

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# Team Activity

## Step 3 The Treatment Summary Triangle of Trust

Now it's time to transition from the yes and into the treatment summary triangle of trust.

Together as a team, pick up where you left off and role-play guiding each patient through their triangle of trust with the business team.

Use the full-circle approach you've practiced before for perfecting gapless communication:

1. Here's what we discussed and where the patient is at currently.
2. Here's where we're headed and why.
3. Here's what we're going to do and what the patient has agreed to.
4. Here's the exact next step and approach that's going to be taken.

### Remember

A patient shouldn't be left alone, and all this information should be delivered in front of the patient and directly to the business team.

### Tip

Use your full-circle communication technique in front of the patient whenever possible!

Everyone take turns and practice role-playing this triangle with the patient and the business team. Allow space for friendly feedback, making sure every team member is closing the deal and setting others up for success.

Write your tips, takeaways, opportunities for improvement and commitments.

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# Team Activity

## Step 4 Overcoming Objections

Finish this activity by honing your truth-telling and tough-loving skills to overcome the most stubborn objections.

Think of every major objection or obstacle that did (or didn't) arise during your role-playing scenarios — whether it be with the front desk, a hygienist, an assistant or the doctor — and consider how you'd like counter with confident and compassionate truth-telling to get your patient back on track and secure case acceptance.

### Note

Everyone should be on the same page and know what to say and do when a patient throws a wrench into the process that gets in the way of you helping them.

### Tip

Keep it simple. All you're doing is making your patients' health their responsibility and standing firm in your commitment to helping them get to a strong, comprehensive "yes."

### Remember

They deserve it!

**Brainstorm as a team and write the top objections and obstacles you encounter.**

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