



# Team Activity

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## Series 6 The Championship Playbook

### Session 12 Measure, Monitor and Make It Right (Part 2)

**Listen Online**  
[dst.media/focus72](http://dst.media/focus72)

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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 Embrace the Guide Mentality

Begin this activity by internalizing the personal stories shared in the recording and how they can powerfully translate to dentistry and your role within the practice.

Individually, contemplate the following and write any thoughts or insights.

Do you feel like you bother your patients, or do you feel like you help them stay on track?

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Do you feel “salesy,” or are you proud of how you can help your patients and want them to know all the options available to them?

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Do you give up on patients too quickly, or do you put in effort to transcend their objections?

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When finished, create space for everyone to share their thoughts openly with the team.

# Team Activity

## Step 2 Create Higher Quality Conversations

Continue in your commitment to being a better guide by crafting up-leveled responses to common objections.

Individually, identify three common patient objections you hear within your role and document three different ways you can respond to each objection; advancing the conversation and guiding patients to healthy mindsets and healthy actions.

Read the following examples to spark creativity in finding your voice as a guide.

**Objection:** *"I don't have the money."*

**Guidance:** *"That's exactly why you should do everything you can to take care of this now, because it's only going to get more painful, inconvenient and expensive. Acting now is both the frugal choice and the choice that allows you to enjoy all the benefits right away. It's a win-win."*

**Objection:** *"It's not that bad, I think I'll wait."*

**Guidance:** *"The fact it's not that bad yet is exactly why now is the smartest time to nip this in the bud. Our philosophy of care is that it's our passion—our moral obligation—to keep our patients healthy. Would we be doing our job if we just let all our patients wait until they're in serious pain, or wait until their problem got so bad that it was more expensive and more difficult to correct than it would've been had we taken a more measured, proactive approach?"*

**Objection:** *"I don't want to do it if it's not covered by insurance."*

**Guidance:** *"I'm glad you mentioned insurance, because that's exactly why you should do this. Insurance is meant to be a maintenance program for people who are already in a state of optimal health. It's not designed to cover what we're talking about here. To maximize your benefits and use every single drop of them going forward, we have to get you into that state of optimal health first and back into 'maintenance mode.' Then insurance will really start working for you. Would you like to get to that place where you can utilize your benefits effectively?"*

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Individually, write your three common patient objections and your three responses to each.

## Tip

The most powerful responses include an affirmation of why the objection is in fact the reason to move forward and/or a question that engages the patient and helps them reframe their perspective on personal health, decision-making and the role of dentistry in their life.

## Objection 1

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## Three responses to guide patients into healthy mindsets and healthy actions:

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# Team Activity

## Step 3 Share, Commit and Practice

Focus on integrating your up-leveled responses and practicing them until they become natural and flow with ease in patient conversations.

Open the floor so everyone can share the objections and responses they wrote in the previous step. Feel free to discuss any verbiage or positioning to unify and up-level your influence as your patients' personal guides.

Write any particularly illuminating insights or any positioning you'd like to commit to as a team going forward.

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When would you like to role-play as guides over the upcoming month, where someone raises an objection and someone has to respond: huddles...meetings...one-on-one with a partner?

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### Remember

It takes more effort to be a guide than an order taker, but the rewards are more than worth it! When integrated into your practice consistently and connectedly, your guide mentalities will create richer, more meaningful conversations, healthier patients and more personal satisfaction.