

## PRACTICE FOCUS

### GET IN THE SPIRIT

*BY SCOTT J. MANNING, MBA*

Hello everyone and welcome to the final Practice Focus of the calendar year. One yet to come, of course for 2017, but today I want to wish you and all of your families a very Happy Holidays, Happy Thanksgivings, Merry Christmases, everything that you can imagine. It is just that time of year that you've got to love. I do love the holiday season. There's just something special, something different for every person, and of course, life is filled with celebrations.

It's also filled with tragedies for everyone in their lives at some point and this is the time of year when you can just reflect back, be grateful, and really enjoy the memories that you have for those who you love, who maybe are still here making memories with you or those you have to think about from the past and I just know that there's magic in the air, as they say, and as long as you believe that and as long as you want to do something with it, then you can really make an extraordinary impact on people all the time but especially this time right here. So I know you will share with me in this appreciation for life right now and that's why for your practice focus this month, I'm going to

talk to you about what I believe to be the most overlooked, underutilized, and greatest opportunity in your practice to stimulate serious, big, mega amazing, giant surges of cash, okay? Cash cases, dentistry, life-changing treatment, you heard me right, money.

This is the month for money. Every month should be but as we move into the last month of the year, people are motivated like no other time, no other time, to let money move into the universe, into the economy, into your business and if you choose and you open up and allow it, into your practice. This month, everyone is in the mood to spend and just let it go, *let it go, you know, like Frozen.*

Of course, you never do this but so many people make all kinds of excuses about December. Give me a break. It's the best month. If you don't have your best month ever in December, you're absolutely just not trying and I don't care how many clinical days you have, period.

It should happen and I'm going to tell you exactly how to do that in this month's practice focus. So I want you to listen carefully because there's a lot of dynamic things here for you to take action on if you choose, if you're up to the challenge.

#1- First, we're going to use what is obvious, you know, same old story, the saying, the song, "All I want for Christmas is my two front teeth." Come on, you can say **"Why ask for only two front teeth when you can have all your teeth for Christmas? This is what we do here. It's time we make it happen for you."** Have a little sense of humor. Wouldn't it be amazing just to have that song playing throughout the day? Heavens, you'd sell more dentistry than you ever thought possible.

**"If Santa showed up and asked you for anything you wanted, when it comes to your mouth, your health, your smile, what would it be?"** Then give them some ideas and deliver it.

**"You know what I love about Christmas? It's a time to do something magical for yourself."**

**You serve everyone in your life all year long. Let's give a gift to you.**

Now, what would you like that to be, whiter teeth, straighter teeth, more teeth, new smile, no pain, better sleep?" Go on and on and on. Just in those few sentences, you can uncover enormous amounts of opportunity. I challenge you to make new and fun conversations with your patients every day and theme them like you have never themed them before. It's very important. It makes it fun for the patients.

So I gave you three very powerful sentences about "All I want for Christmas is my two front teeth", "If Santa showed up and asked you for anything you'd want when it comes to your..." insert the statement "what would it be?" "You know what I love about Christmas? It's a time to do something magical for yourself. You serve people all year long. Let's give a gift to you." You see what I'm saying?

#2- Now, the second, you've got to use the time of year as **a reason why it is best to do it now.** Why is this the best time to do it, to invest in your smile now, because you're getting ready for the new year, to give you the opportunity to pay in full with a special Christmas gift of a onetime only reduction in the fee, to create a Christmas smile by Santa, insert anybody's last name, Santa Moore, Santa Klauer, Santa Mahoney, Santa Brawn, anybody, the doctor.

Make a very special process, package, for whatever that is. You really create a Christmas smile campaign. Come on, it's really special. This is the month for the best themed gift certificate for every patient to use to bring in other people. Don't be bashful and really set out to make it happen.

I have seen more referrals, more family gifts given, for a Christmas smile than I've ever seen of anything before. I've been using the Christmas certificates so many times for so many different even businesses and industries. It works best in dentistry. So I really want to challenge you to use this time of the year as the reason why, the reason why people should pay, the reason why people should move forward, the reason why people should give us a gift. It's very important to embrace this. It will make everything so much easier for you.

#3- The third thing is I want you to **be in the spirit to give**. Be in the giving mood and make the most of this month. You can through in an appreciation party for your best A patients and turn it into a big referral drive.

Give Christmas gift certificates for new patients and get people excited about their health in the new year. You can do a special topics seminar or lecture or just give out information about things people will be interested in and work to stack your production

for January with patients who are compelled to move forward. Listen, everyone is interested in something new for the new year. You have to start now, not in January.

Of course, my favorite, you can tie into fundraisers or charities or special giveaways and get patients involved. You can do referral contests and donate for every new friend or family member in December. You can donate a smile for every smile that you make for your patients or insert whatever you want. Every person you help sleep better or feel better or whatever, give something away. What patient is going to say no to you if you tell them, "If you move forward with this month today, we're going to be gifting a smile to someone in the community for Christmas.

This is a gift that we're going to give in your honor." It's a beautiful thing, my friends, a beautiful thing. The moral to this story is December can be the month that makes your year, the year we are finishing and the year we are starting. It is the best month to drive you ahead of the schedule and compound your production. The best thing for you to do is everything.

Please, please, take everything I've outlined for you in this special Practice Focus and do it all. Divide and conquer with your team and make the magic happen. This should be the most fun thing you ever do, figuring out how to make it fun for your

patients to grow your practice and get excited about dentistry.

If you put the magic of the holiday season to work in your practice and embrace the spirit of the miracles you make possible for your patients every day, they are going to gift you with the most amazing energy, prosperity, and best month ever, the greatest success you could ever imagine.

Hey, I can't wait to hear what you do with this. This is jam-packed like Santa's giant sack of never-ending gifts. I really encourage you, get to work. I suggest a second follow-up meeting to specifically go through this and lay out your game plan and see who steps up to really take ownership and make the most of the last month of the year.

Now, let's get to work and let us know what you're up to. As always, we think you're really awesome. You deserve the success this Practice Focus is going to bring to you. The

only thing that will hold you back is the effort, initiative, and belief in what's possible. So don't let it stand in your way. Decide, take action, achieve, and then celebrate. Anyone who has their best month ever in December, we will fund a very special new year celebration party for your entire team in January.

*I repeat, anyone who has the best month ever in December, we will celebrate the new year with you. Send pictures, document your success, share your final results with us, and above all else, just tell your patients how much you care about them and give them what they deserve and they will give you in return what you deserve.*

Let's make it a great month, everybody. I'm excited for you to have an amazing holidays with your family, with your patients, with each other. Let's make this the best month ever and set up your 2017 to be a year like never before.