

## PRACTICE FOCUS

### GIVING THANKS AND GRATITUDE

*BY SCOTT J. MANNING, MBA*

Welcome, everyone. I'm so excited to be talking to you about my very favorite thing today, giving thanks and gratitude.

Of course, we all love this idea of appreciation.

There are very few people, let alone practices, that truly embrace it. The upcoming month is one where it is on everyone's mind and, of course, our friends in Canada have or are celebrating, probably right when you receive this special box. Because this is a business growth

and practice focus training, I'm going to save the obvious for another time. In short, the obvious is this, you must show appreciation in advance of receiving the things you want. It does, of course, have to be genuine. The problem is, we wait until someone pays, completes a case, gives a referral, to tell them "Thank you" and that is why you only get what you get,

because you are not instigating or bring a catalyst for or deliberately creating the feeling of gratitude and appreciation in advance of needing or expecting it. You will get what you decide you want and then act on in a way in which it will be created. For this month's very special training, I would say even advanced, although the concepts shouldn't be

advanced, they ought to be habitual, routine. *They should already be in place within your practice.*

This month, I'd like to take a deeper dive into the three most important, let's just call it, Rs in your life.

It relates to this very topic and I'm going to give you the very best approach I know to maximizing the R you all want more of.

**Of course, I'm talking about referrals.** In an ideal world, every new patient would be from an existing patient. Every new patient would come to you already knowing you, liking you, trusting you. This way, every

new patient would accept your treatment plans and move forward on their path to health based on your diagnosis at face value because they're coming from the referral and recommendation of someone who already has. We give you so many ways to generate referrals and the very best structured systems to put into your patient flow and operations that will cultivate your practice into a referral culture.

This is what you must commit to and I want you to discuss this right now on what you can do better and do a better job of showing

appreciation, stimulating referrals from your interactions with your patients.

Go ahead, let's pause and talk about what could be done in your practice on a daily basis through patient engagement, through systems, through follow-up, through creating a happy excited culture of things to think about, things to talk about, and things to do. Most patients will give us more referrals if they're taught how to do it, if we help them.

Now, here's the thing, it's certainly not enough, whatever you are doing, mainly because you are

busy doing other things.

The real secret to referrals is to drive and create word of mouth awareness and exposure to your practice leading with your two things, the other two Rs.

These two things are the *one-two punch* that will drive the most amazing and steady flow, steady stream, steady consistence of referrals you could imagine and you won't have to lift a finger to make it happen.

Are you ready?

**Now listen carefully** to these because you're going to love them and I promise no gimmicks, no fluff, only true reality of

what works the best.

*Number one, relationship.*

*Number two, reputation.*

Allow me to explain. What is relationship and how do you create it and why does it matter?

How do we define reputation and how do you control it and why does that matter?

Inside of these two answers and explanations I have just given you are *everything you will ever know to maximize and cultivate the most amazing referrals* in new patients you ever could have possible.

So relationship with your patients,

number one is about more than just what happens in the chair. The secret to relationship with your patients, ask yourself, how often do we show up? How often do we communicate? How often do we reinforce our value?

No one on earth ever said those words I just spoke. How often do we reinforce our value? Outside of the twice a year or three or four times a year hygiene or perio maintenance visits, outside of any basic restorative care or needs, outside of the new patient treatment plans, what are we doing above and beyond outside of the

practice to continue to grow and establish our relationship? It's so important. **You create relationship by making your interaction with your patients about more than just dentistry.**

If the only relationship you have is saying hi when they call, greeting when they walk in, talking to them with your hands in their mouth, it's not relationship at all. It's really about becoming a, let's just call it a meaningful person, practice. I don't like the word provider but this concept within the life of the patient.

Now, we define reputation by what

patients believe to be true about you, what they understand, what they tell others. Your reputation, as we always say, your reputation proceeds you. What does that mean? It can mean anything. It can mean you're the cheapest in town. It can mean you're the best. It can mean that you care the most. It can mean that you take amazing treatment, good quality care of all your patients, you have so many results and rewards and beautiful smiles to show for it. It can mean so many things.

The question is, if your patients are talking to other people about you, *what are they*

*saying?* The other thing about reputation is these days, it's not just about what patients say, it's about what people see, what they read, what they research, what they go online and discover.

You really have to control and tie all of these together. You have to grow and nurture the relationship and you have to protect and plan your reputation. Now, the trick is to take this outside of your practice. **The question is, will you?**

Honestly, you shouldn't have to, because you need to stay focused on the patient and patient engagement, the things we give you

every month, and make the most of every human contact which is why I'm excited to tell you about something very special this month, to show *you* my appreciation *for you*, and give thanks for our relationship and the powerful impact you're having on your patients. It is time we get that word out there. It is time we take control over your reputation. We take full responsibility for doing what it takes to master the relationships you have with your patients.

I have searched for years for the perfect formula and the combination of online exposure,

reviews, and testimonials, social media, and the virtual and viral communication with every person that comes in contact with your brand and your practice.

The perfect formula to drive relationship and reputation, to generate you more patients and higher quality referrals than ever before, not to mention the focus on retention because the only patients more important than the new ones are the ones you've already got because when you take care of those, they will take care of you and, on top of that, they will bring you more people.

Never forget the value of the existing patients. It's so nice to focus on all the new people. It's so nice to focus on getting lots of stranger patients into your practice.

The question is, what are we doing to get the existing patients to feel the strength of our relationship so that then they will go out and proliferate, proclaim, pass on your reputation to others?

I have discovered a solution I would like to share with you today through my personal mentoring and work with my friends at an organization called My Dental Agency.

This is the industry's only

boutique and individualized patient relationship branding and referral marketing firm who knows and follows the Scott Manning approach, the Dental Success Today philosophy, who does whatever it takes to get you results, keeping the integrity of your practice mission and clinical principles at the forefront so you can achieve actual real legitimate differentiation from all others.

Quite literally, they turn every new patient into a referral quality A patient through systemizing the three Rs for you. So you can stay focused on what you're best at.

Now, in honor of the Thanksgiving month, I've asked them to make you their top priority and go through a detailed practice relationship referral and retention and reputation assessment to give you the best suggestions and strategies to elevate and accelerate your growth.

If you're smart, you'll just let them do it all for you. Either way, you will learn a lot by going through their process and this way, whatever's next for all of you in your practice going into the new year.

Your homework today is twofold, very simple.

**#1-** First, I want you to discuss with your team about your internal culture to create referrals.

What can you do more, better, or differently?

**#2-** Second, I want you to define what you want your reputation and your relationships to be with your patients, what you want to be known for, and how you want people to describe you when they talk to others in the community.

Then I want you to brainstorm what you can do better, show appreciation, nurture patients along their process before, during, and

after they're giving you money and going through treatment.

**#3-** Next, I suppose maybe before you do anything else, please complete the form that Tyrella has enclosed in your package and request a three Rs assessment so you can know what reality is like outside the four walls of your practice based on your current reputation, your relationship, and your retention factors online, in the reviews, on the social media, and all the other things that lead to your practice.

Externally, allow my friends at My Dental Agency to work their magic and enlighten you

to your next breakthroughs and secrets to the ultimate high quality new A patient growth system.

Now, I want to say thanks for another great month. We've officially had the largest number of dollars of best months ever last month. I think we've topped over \$5 million in one month. That's an average of \$50,000, just counting our top 100 practices, getting this \$50,000 per month growth on average is unheard of. Of course, many of you are hitting six figure increases and we're just very very proud of you.

I'm talking about \$5 million of growth, you understand, \$5

million of growth. So this is a pretty powerful thing, that we're achieving some very amazing momentum going into the fourth quarter, two months to go.

I believe you're going to have a record finish to the year and you certainly will as long as you focus on it.

There is one thing that's left to do once you have mastered the foundation of your practice and you're hitting new patient values and daily 5 Bucket success at record levels.

That is to get more people through your life-changing approach to dentistry. That's what this is all

about and, by the way, if you're not having month over month record numbers, then you need to engage yourself more with each individual patient.

I have to say, there is many people hitting record breakthroughs but then there are some that it's the most pathetic diagnostic patient averages I've ever seen in my life. I don't understand what's going on. You know who you are if this is the case. I mean, open up the mouth and look inside. I know every city in America, every place where you're practicing, and it's very embarrassing if you look at these people hitting \$50,000, \$60,000,

\$80,000, \$100,000 monthly growth and you're just kicking the can. You really have to take this seriously.

Just like every patient referral, every online review, every online reputation approach to your practice is the most important thing you could ever do because it affects the ripple effect of everything else, such as every individual patient. If you're not taking every patient diagnosis, every treatment plan seriously and seeing them through, you're working way too hard. Who wants to deal with volume? I don't understand.

More patient engagement,

individualized focus for every person. You're not too busy to do what's right by the people you serve. With that, get to your homework, please.

Three action steps and then a very special gift for you. You're going to love these people, My Dental Agency, customizing the work with you to make your practice unique, not this same-as-every-other-practice website in your city or perhaps if you have a terrible one, they're going to help you as my gift. It's 100% my gift, no strings attached, to engage experts at telling you the truth about your practice online, in your community, and what's really

happening and being said about you.

Let's rock and roll, my friends. I'll be back. Have a beautiful Thanksgiving with the wonderful families that you have. Celebrate every day, please.