

# 12 Steps Sell Dentistry

1

## **MINDSET**

Mindset of soft skills conversations sets stage for case acceptance success.

2

## **PLAN & PREPARE**

Team meetings define and align practice culture, strategies, implementation.

3

## **CORE VALUES**

What are your core beliefs about selling dentistry?

4

## **TEAM CONGRUENCY**

How does each team member contribute to practice culture, such as “hand-offs”?

5

## **LIGHT THEIR FIRE**

Education is not the filling of a bucket, but the lighting of a fire.

6

## **FOCUS YOUR COMMUNICATION**

Trade casual conversation for Focused Communication.

7

## **STOP TALKING & ASK**

If you want to sell-ASK don't tell. Ask good open-ended questions.

8

## **DISCOVER PATIENT VALUES**

Ask values questions. “What's most important to you about...?”

9

## **TREATMENT TRIAD**

Prioritize, Plan, Participation. Urgent, Preventive, Cosmetic.

10

## **OFFER PAYMENT OPTIONS**

Maximize 3rd party financing. Offer in-house membership plans.

11

## **STORIES**

Build bridges, capture attention, influence behavior – with storytelling.

12

## **Technology**

Embrace it.

