



Shimmin Consulting is thrilled to announce that Michelle will not only be a featured speaker, but have booths at both the Dolphin Meeting and AAO events in 2017. Come find us and meet the whole team! We would love to connect with you!

## Upcoming Schedule

Please see my upcoming schedule and reach out to me if I am in your area. I would welcome the opportunity to meet with you personally.

- 1/19 Calgary, AB
- 1/20 Edmonton, AB
- 1/31-2/2 West Columbia, SC
- 2/7-8 Los Angeles, CA
- 2/9 Seattle, WA
- 2/13-14 Reston, VA
- 3/2-4 Nashville, TN
- 3/6-7 Issaquah, WA
- 3/9-10 Waukesha, WI
- 3/17-18 Charleston, SC
- 4/4 Buffalo, NY
- 4/5 Rochester, NY
- 4/6 Syracuse, NY
- 4/11-12 Rockford, IL

## Connect With Us

Remember to connect with us on Facebook, Google+ and LinkedIn by clicking the icons at the bottom of this email, and stay up-to-date on upcoming events and information for your practice.



## In This Issue

- National Events
- Upcoming Schedule
- Psychological Sales & the Exam
- Your Marketing Lead
- Connect with Us

**HAPPY NEW YEAR! Cheers to your best year yet!**

## Psychological Sales and the NP Exam

To have a truly successful exam, effectively starting the patient with the recommended treatment, it is imperative you are able to understand what is important to that patient. During the New Patient Exam, the doctor needs to build value behind a specific treatment, recommending the best treatment for the patient. If my husband were to come into your practice for an exam, he would need information delivered much differently than if I were the one you were presenting to. You need to have the ability to identify differences and adapt your case presentation accordingly. An excellent question to ask a patient during their exam is, "If there was one thing about your smile you could change, what would it be?" Their answer could be the color or look of their teeth, they may have pain, they may be concerned about their teeth wearing prematurely or even the loss of their teeth. When you understand what the **value point** to the patient is and provide the solution, you will have a much greater success rate. This is exactly why it's so important for the doctor to build value behind the recommended treatment, educating the patient/parent about the risks if treatment is not pursued, reasons why the treatment was recommended, and what will happen if the dental problem is not addressed. The doctor should support his treatment recommendation by stating what is next and that he/she recommends starting this treatment now. ("Julie will go ahead and work with you on getting the next appointment scheduled. Do you have any additional clinical questions for me at this time?") It's then the Treatment Coordinator's role and responsibility to effectively influence the patient toward that recommended treatment. I am a firm believer in the Treatment Coordinator being trained in psychological sales techniques and having an exceptional ability to read others' different personality types, adapting the exam experience to each individual person coming through the exam room door. This ability allows the Treatment Coordinator to successfully influence her patients. The goal should be a same-day start and getting the patient invested in your office at the New Patient Exam.

## Your Marketing Lead

Assigning a 'point person' to lead your marketing efforts will help maintain organization and accountability. This does not mean this person will manage or be responsible for every activity or event. This person is your Marketing Lead to make sure deadlines are met, budgets are kept, and updates are accurate. Depending on how solid your systems are, this can be a person holding another position within your practice. However, keep in mind, the average dental practice requires 10-20 hours of marketing work per week.

- This person should be knowledgeable and passionate about building value for you, your practice and your treatment modalities.
- Write into their job description each aspect of marketing for which they are responsible.
- Communicate key measures for success and check in monthly to ensure that expectations are being met.