

Selling To Their Emotions

For Larger Case Acceptance Including Implants

By Bill Blatchford DDS

The desire to keep your own teeth is a very motivating and emotional factor for your patients. Creating a situation where they talk about their strong desire to chew, laugh and love with their own teeth is powerful. Talking about the implant and showing them what it looks like is not motivating, nor emotional. In fact, it is a real turn off for most people.

As a scientist learning and mastering the implant skills and various scenarios, it is motivating for the dentist to share your technical knowledge with your patients because you think what motivates you must motivate them. Not at all! What causes them to buy from you is the depth of relationship and trust you have created with your listening skills, their sense of how you serve others, and your genuine desire to put the patient's wants and needs first, rather than your agenda for a large implant case. What do they want? Why would they buy from you? Why now?

Not knowing what the patient wants while spending your time doing a large workup of what you would do is a total waste of time. If the patient ultimately says, "no, dentures were fine for my mom and dad and that is what I want to do before too long," you just lost hours in your life. And, you served that patient poorly as you did not find out what are their values.

Some dentists might rationalize it is a waste of time to find out what the patient wants as they really don't know much about technical dentistry. That is the very point of having larger cases accepted as we are NOT talking about technical dentistry but finding out in a bigger picture what their values are for keeping their own teeth, having a nice solid smile and being able to chew the foods they love with confidence. How technical is that?

Showing genuine interest, relationships are formed by your demonstration of really listening. You ask the questions and by listening, you can weave their answers into subsequent questions and ask further questions.

Start by asking your guests about their long-term goals. Don't miss the opportunity to ask 70 and 80 year olds about their twenty-year goals. They do have them and will be glad to share. What is important to them in twenty years? The necessary attitude for achieving successful dental sales are:

1. Shifting YOUR paradigm from NEED to desires
2. Enter the conversation with no dental agenda on your mind
3. Give up the "dental authority" during the sales process
4. Be an incredible listener
5. Make your guest right, no matter what they say

6. Never put any pressure on your guest, in any form

In successful sales, the answers come from them, not you. If you have an “implant agenda” before entering into a conversation, this will kill the sale. When you already have in mind what you want them to accept, there can be no listening. People are very perceptive and can tell when you are pushing your own agenda. Listening creates trust and patients will buy if they feel you are really interested in them and are listening.

The reason people buy anything is they want it and they trust you. All life decisions are made permanently, instantly and emotionally. The usual dental sales conversation is very technical, left-brained and pressure-filled by trying to educate the patient on how you will be placing the implant.

Because many patients enter your practice with their own agenda as exhibited by their searching the web and inquiring of you, all your team members can participate in asking questions by email, on the initial phone call, in the consult room as the patient enters your practice or by the hygienist during recare visits.

Try these:

How can I help you?

Tell me more about that....

Have you considered what the result might mean to you?

How long has this been a problem for you?

What have you tried so far? How did that work?

Have you considered how this affects your life?

Where are you in your research?

Have you considered a budget for this?

Share what you mean, “it is a lot of money?”

What would work for you?

Do you have a time frame in mind?

What would you like to do next?

and ask questions. We are Blatchford Solutions, specialize in larger and small case acceptance. Your technical skills are a shame to waste.

Dr. Bill Blatchford is America’s leading dental business coach. His Doctors are increasing their net, taking more time off to refresh and enjoying life. Even in challenging times, Blatchford Doctors are enjoying success. His latest book, *Blatchford BLUEPRINTS* is available at www.blatchford.com, (888) 977-4600 or info@blatchford.com