

**NOW WHAT DO I
SAY?!**

**Professional Telephone and
Direct Patient Communication
Skills**

Presented by:
Larry M. Guzzardo

Holiday Dental Conference
Blake Hotel
Charlotte, NC

Create Your **Telephone** Personality

1. We're glad you called!

- a. _____
- b. _____
- c. _____
- d. _____

2. Why did you really call?

- a. _____
- _____

3. I understand what you need.

- a. _____
- _____

4. Get excited. Promote the practice and doctor.

- a. _____
- b. _____
- c. _____

5. Save the boring details until the end

- a. _____
- _____

V.I.P. Telephone Slip Outline

(use to create one for your practice)

“Welcome to our Practice! We’re so glad you called!”

“Whom may we thank for telling you about our office?”

“To save you time, I would like to send you some information about our practice which includes a medical history information sheet for you to complete and bring with you on your first visit.”

“To make this appointment just right for you, let me find out a little more information . . .”

Are you having any dental concerns at this time?

<i>Lost Filling:</i>	<i>Broken Tooth:</i>	<i>Ache:</i>
<i>Where:</i>	<i>Swelling:</i>	<i>Mobility:</i>
<i>Hot:</i>	<i>Cold:</i>	<i>Pressure: _____ On/Off/Consistent</i>
<i>Pain Med.:</i>	<i>Allergies:</i>	

Premedicate: Yes No Rx: _____ Pharmacy: _____

“So that you may be prepared for your first visit, let me tell you a little about what will take place.”

Describe each part of the Doctor examination giving high value.

Present fee as a range between the exam fee alone and the exam fee with a FMX:

“Ms. Jones so that you will be prepared, the fee for this first visit will between \$75 and depending on what x-rays you and the doctor determine are necessary, \$165. Our office accepts credit cards, checks, and cash.”

“What questions may I answer for you about our office or about your first visit?”

All of our patients are "very important!" And, the V.I.P. slip, designed to guide us in creating the "WOW!" experience, is one way of letting the patient know how "very important" they are to us. Along with making a first impression of excellence, the V.I.P. slip is designed to:

1. *Welcome*
2. *Reward and appreciation for referral*
3. *Permission to ask questions*
4. *Prepare patient for complete doctor examination*
5. *Inquiry for any further patient questions or concerns.*

The V.I.P. Slip is completed for:

- A. All new patients visiting the practice for the first time.
- B. Every emergency patient regardless if this is their first visit .

Completing this during the telephone conversation expedites documentation and ensures completion of all details.

Larry M. Guzzardo, Inc.

Dental Practice Management & Marketing Excellence

1549 Brookhaven Hill – Suite 100 Atlanta, GA 30319 (404) 842-0530/Larry@larrymguzzardo.com

www.LarryMGuzzardo.com

Clarify to Verify

Definition: A response that allows the “listener” to verify and/or clarify what they (the listener) heard.

I Object!

How to handle and classify objections with ease

What is an objection?

What should you do if you do not get any objections?

When you do get an objection, know how to handle, classify, and respond.

Classification	When to Respond	How to Respond

Response Types:

Important tip: Always _____ the objection first, before you respond.

R _____

E _____

A _____

D _____

Y _____

NOW WHAT DO I SAY?!

1. Don't make tentative appointments.

Confirm vs. Remind vs. Looking forward ...

Confirm: _____

Remind: _____

Looking forward: _____

2. What do you mean you can't make your appointment?

Hygiene vs. Restorative

System must *teach* not punish: _____

BA or CA? _____

Changed appointments: _____

Can the patient hear how you feel: _____

Hygiene 1st BA: _____

Hygiene 2nd BA: _____

Restorative 1st BA: _____

3. So you are looking for a dentist.

New Patient (COE) vs. Emergency vs. Shopper

Equal Treatment: _____

New Patient: _____

Emergency: _____

Shopper: _____

4. We need to talk ...

Stay CALM

C _____

A _____

L _____

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