Eleven tips for success in your dental clinic

Part V: VIP Seminars and Scripting

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Welcome to the fifth part of the series 'Eleven tips for success in your dental clinic'. Today I will teach you two new tips that I encourage you to use at your clinics in order to gain the power and control that you deserve. Let me introduce you to the concepts of VIP Seminars and Scripting!

VIP seminars

Over the years, many of my students – fellow dentists—complain that the promotion of their clinics costs them a lot of money. Today I will refute this statement by introducing to you VIP seminars that can reward your loyal patients, educate them and position yourself as an expert all in one shot. I know that this sounds a bit awkward, but I will explain this great promotion tool in detail so you can also apply it in your dental clinic, without any serious cost. Let's start by describing the steps on how you can establish a successful and impactful way to promote your clinic.

Before the seminars

1. Use your reception area and, depending on its space, place 20–30 white plastic chairs. It is very important to cover them with elegant white chair covers (similar to the one that we see in wedding receptions).
2. Make a list with 40 loyal patients of your clinic that you feel you should reward and thank for the years of coming and referring patients to you. Why 40? My experience over the years says that if you want



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to get 20 at that day you should invite 40 to get 25 positive answers, although in the last couple of days previous to the event, three to five of them will cancel.

3. Send them an enticing e-mail invitation—like the ones that we receive for special events and weddings with a unique and glamorous design.
4. Ask your assistant to call them and inform them about the invitation as well as to confirm whether they have received it. You should call them again after approximately one week so they can feel how important their participation is to you. Two days before the seminar, ask your assistant to send them a text reminder.
5. Find a catering service that will prepare delicious finger food for your event.
6. Ask a company (dental supplier) to sponsor the event by offering a unique traveling dental kit for example or a dentistry-related present useful to your patients. Send each guest a warm note that is unique and special to them (for example what part of their character you admire).

During the seminars

Start on time! Choose topic relevant to your guests and elaborate on it. This will establish you as the expert. The duration of your speech should not exceed 15-20 minutes. Before cocktails, award your loyal patients with the promotional present—call them one by one, thank them for coming and give them their present.

After the seminars

Send them a warm personalised message (an e-mail or SMS), thanking them for coming and for being your patients.

Isn't that easy? I encourage you to use VIP seminars at least two times a year. It is your opportunity to thank your loyal patients, make them feel special but also to position yourself as the expert.

Scripting

The next tip that we are going to discuss is the importance of knowing what to say and how to say different things to our patients in order to make them increase our case acceptance. Let's start by being assertive and not aggressive. Since people are attracted to positive people, additionally this effect is contagious. To establish this, the key is the correct use of words. A very important tool that we use in my clinic and I encourage you to use it in yours as well, is a script of words. How can you create that?

Sit with your team and together brainstorm words with energy and passion that represent the philosophy of your own clinic. These will be the words that you are going to use in your verbal communication (face to face and phone) with your patients but also in all your media communication, for example when you make a presentation (VIP seminars) or for the video playing on the TV screen at the reception area, or in a Facebook post. Here are ten words of our script so you can get an example and inspiration for designing your own:

Passionate—Faith—Gifted—Share—Unique—Feel—Care—Pleasure—Creation—Enlighten

Isn't that easy, too? I encourage you to use them daily. It is your opportunity to increase patient loyalty, referrals, and overall case acceptance. The reason? People tend to place their trust in people they like.



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People are attracted to positive and enthusiastic people. The words we use have tremendous impact on others. Anyone can improve communication with a few simple changes.

The above tools are a very small part of the tools, ideas and protocols of the presentation skills module which is one of the ten modules that I teach during the DBA—Dental Business Administration Mastership course. DBA is a mini MBA that will not only teach you ten different modules in only ten days, but it will also give you examples and exercises based on our routine dental life. It is a unique educational programme that can show you how to gain the business success that you deserve.

In the next part of this useful series, we will discuss more business concepts that as always will assist you in revealing the opportunities and real potential of your dental clinic and staff. Until then, remember that you are not only the dentist of your clinic, but you are also the manager and the leader. You can always send me your questions and request for more information and guidance at dba@yiannikosdental.com or via our Facebook account. Looking forward to our next trip of business growth and educational development!_

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Kurz & bündig

Mittlerweile vier Teile der Serie “11 Tipps zum wünschenswerten Erfolg in Zahnkliniken” gehen dem Artikel dieser Ausgabe voraus. In diesen beschäftigte sich die Autorin damit, wie sich Praxisinhaber intensiv mit ihren eigenen Stärken und Schwächen auseinandersetzen können, mit der Suche nach dem idealen Praxismitarbeiter, dem optimalen Umgang mit Patienten und schließlich damit, wie man lohnenswerte Investitionen in die eigene Praxis ermittelt und das Praxisumfeld analytisch bewerten kann.

Im heutigen Teil zu VIP-Seminaren und Skriptsprache geht es darum, Patienten durch exklusive Veranstaltungen und eine durchdachte sowie individuelle Praxissprache an ihre Zahnarztpraxis zu binden. Die Autorin beschreibt, wie ausgewählte Patienten zu speziellen VIP-Seminaren eingeladen und dort für ihre Treue belohnt werden könnten. Hierbei können auch Dentalfirmen als Sponsoren fungieren. Darüber hinaus empfiehlt die Autorin, gemeinsam mit dem Praxisteam Schlagworte zu finden, welche das Praxiskonzept ideal wiederspiegeln. Diese Skriptsprache solle dann aktiv in der Kommunikation mit Patienten und Partnern angewendet werden, sodass sich diese stärker mit der Zahnarztpraxis identifizieren und positive Assoziationen mit dieser knüpfen.

Auch in der kommenden Ausgabe der *laser* international magazine of laser dentistry erwartet Sie wieder ein Beitrag für den wirtschaftlichen Erfolg Ihrer Praxis. Seien Sie gespannt!

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