

The Totally WOW New Patient Experience!

Dramatically Increase Treatment Acceptance Regardless of 3rd Parties

There are no second chances to make a great first impression!

Never has this been more true than in today's increasingly competitive dental marketplace. Marketing experts tell us that today is the day of the "Considered Consumption Consumer." Yes, our patients are those kinds of consumers — more value conscious than ever! Does your practice convey value from the first contact — whether by phone or website — and throughout each appointment? Are you focusing on needs not wants? Your new patient experience must be emotionally intelligent and transformational versus transactional/procedure-based — creating the same WOW that Disney creates when visiting their parks.

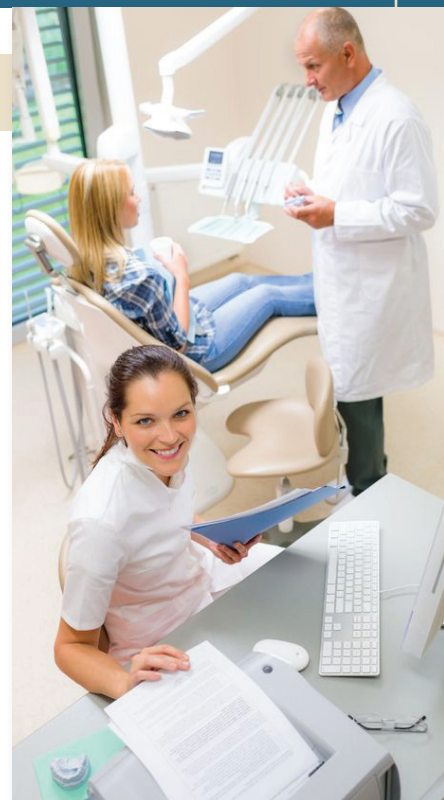
Dr. Bob Frazer will share "secrets" developed over 30 years of highest quality, comprehensive, health-centered, relationship-based, top 2% practice. Through a clear vision, expressed core values, defined team roles and a compelling WHY — and the NP process itself, you'll clarify and interpret value for your finest, most complete care while neutralizing third party constraints.

Learning Objectives:

- Understand why what you and your team believe is more important than what you do
- Learn how to build your process on a proven strategy that neutralizes competition, distinguishing your practice from others
- Gain tips for meeting your patients where they are: The Five Levels of Entry and values-based Telephone Triage
- Discover how to respond to emotions while interpreting value for your best complete care
- Identify key questions to ask and how to employ deep reflective listening
- Recognize how emotions sell while facts merely tell
- Apply the Learning Ladder and Maslow's Hierarchy of Needs
- Understand a step-wise new patient process which builds a trusting relationship, dramatically increasing treatment acceptance without pressure
- Learn exactly when and how to quote fee
- Explore how to guide patients to case acceptance through relationship based, values driven co-diagnosis, collaborative consultation and financial arrangements
- Understand how to create immediate missionaries and increase quality referrals
- Illuminate the steps for achieving uncommon success and the joy of significance!

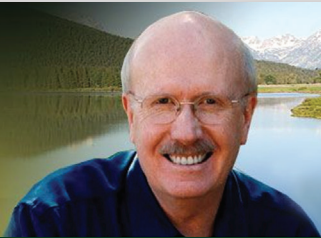
Suggested Format: Full or Half-Day, or Hands-on Two Day Workshop

Suggested Audience: Dentist, Team Member



"I believe that I may have found in your teachings the most inspirational information in my six and a half years of dentistry."

**Dr. Sue Marinovich
Frankford, Ontario,
Canada**



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