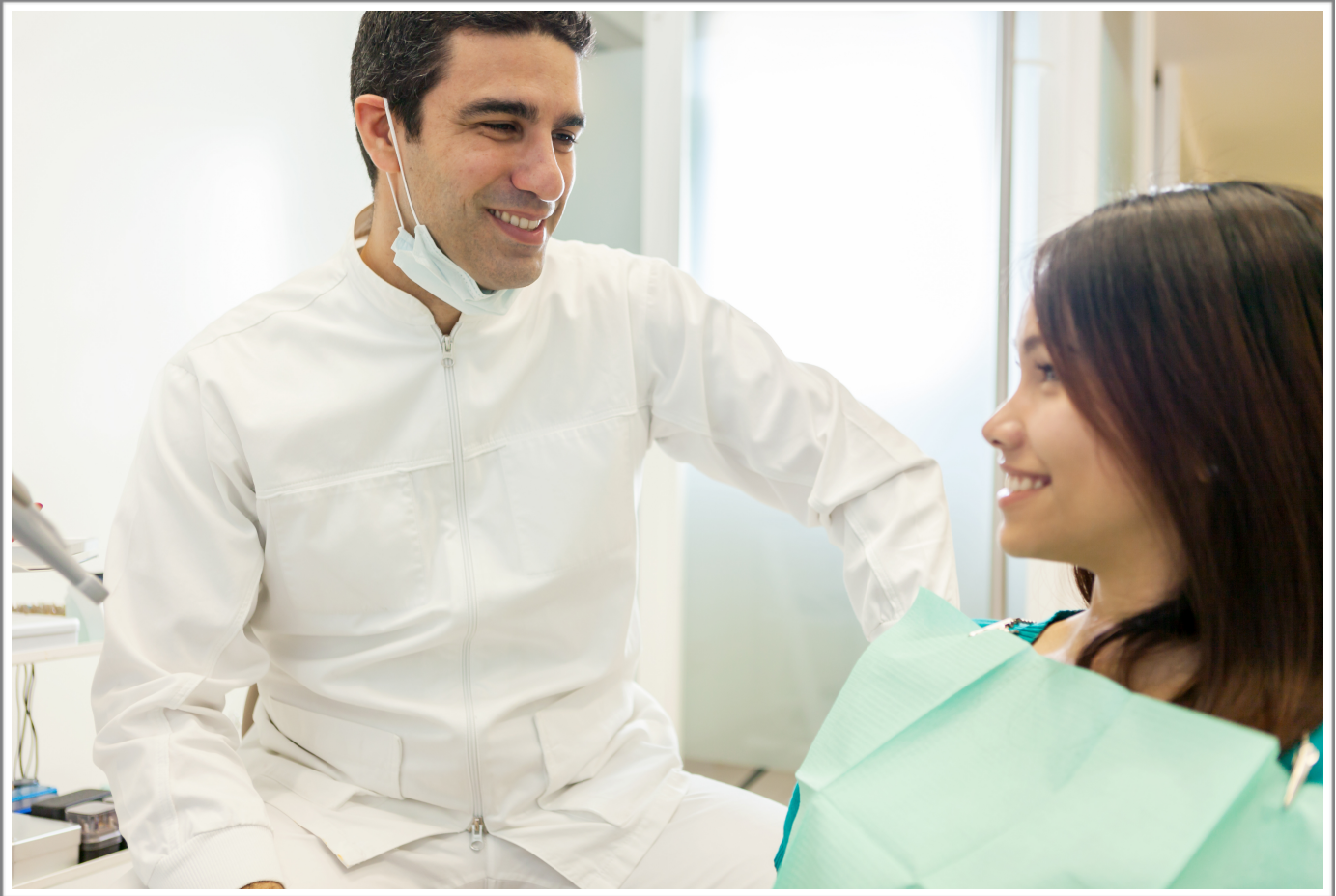


**DAY 3**

# How to Convert Inquiries to Paying Patients That You Never Have to Sell Again?



Who must attend this program?  
Doctors, Dentists, Office Managers, Call Centers, Team Members

# *Introduction*

The biggest problems Doctors face today are not attracting patients to their practices but not knowing how to communicate well with patients so they can convert them into becoming paying patients and a loyal fan. There are two main touch points that every practice needs to focus on, if they are serious about increasing their conversion rate. First, is the front office. This is the first point of contact, where a patient may call the practice or reach it via an email or text. Understanding how every contact must be handled so patients begin having a positive emotional experience is an important part of the learning of this program. The program will cover in depth, emotional turn-offs, patient buying psychology and the important of elevator pitches in consistent communication by all team members. The second main point of the contact, is when a patient meets a clinical team member or a doctor. Understanding how to build trust by asking great revealing questions is the at the heart of this program. By learning how to ask great questions, team members do not have to rely on sales gimmicks or manipulative behavior to convert patients. The course will also go into great details as far as the key point in the presentation process. The students will learn about how, when and where to present treatment plans that increases conversion. The course will also discuss how to handle various common objections related to pain, time, money, lack of insurance and more.

Internal communication is the key to success for any type of business. Learning these principals will guide you on how to increase conversion, make more money, work less and create a life-work balance. The program is guaranteed to inspire and motivate students to practice a new and a proven method of communication.

## **#1 Communication Training Course For Doctors & Dentists**

**Dr. Allen Nazeri DDS MBA**



# Course Objectives

- Learn the psychology of why patient decide on us?
- Learn the Emotional Turn-Offs for patients and how to avoid them?
- Understanding about Elevator Pitches and work on developing your own during the seminar for various procedures
- Learning the difference between a Fear vs. Want based treatment planning
- Learn how to add value to patients that you never have to compete on price ever again
- Learning about the Sales Cycle and why it is important that all team members help each other to increase conversion rate in a practice?
- Learning on how to ask great questions that patients will tell you what they want and how to avoid selling but becoming a sole advisor to your patients
- Becoming familiar with the concept of Handoff to improve communication, transparency, trust and patient safety
- Learn proper presentation techniques and how timing as well as the place where you present treatment to patients can affect your conversion?
- Understand the scenarios when we need to postpone treatment presentation and place the patient and incubation phase?
- Learn the common pitfalls associated with most practices and how to avoid them?
- Identify various objections to treatment acceptance by a patient and how to handle each objection professionally without being pushy ?
- Learn why patients want us to ask them a closing question?
- Learn various closing methods and the most professional way to get patients to agree to their treatment
- How your team can decrease no shows and cancelations?
- How to increase your collection and getting paid in full for your services in advance?
- Learn how to stop price shoppers in your practice?
- Learn about how your team can increase revenue through upselling, cross-selling, cross referrals?

*“Improved communication is the key to overall job satisfaction, more income and work-life balance”*

*Dr. Allen Nazeri DDS MBA*

**THIS IS A CERTIFICATE COURSE**

