



REGIONAL EVENT

WELCOME
TO TODAY'S REGIONAL EVENT!

Practiceplan
The business of dentistry

Part of the WESLEYAN Group



‘Creating a World-Class Patient Journey’

Be DIFFERENT - be the BEST



A red pushpin is pinned to the top left corner of a yellow sticky note. The note is tilted slightly to the right.

Thank you!



ASHLEY LATTER

DENTAL SALES TRAINING

Follow me on



Ashley.latter.3



@latterash



Ashley Latter



Ashley Latter



ashleylatter4606

Today's Agenda...

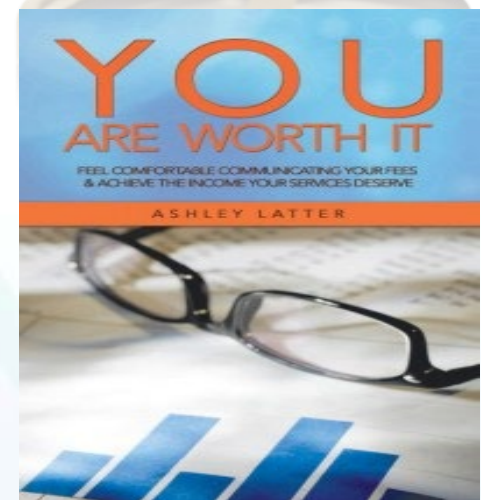
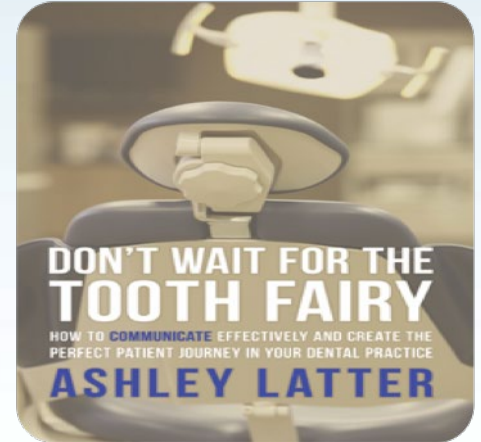
- The importance of the whole team
- The importance of following up with your patients - never take them for granted
- How to make an incredible first impression with new patients
- How everyone is in SALES - what's important
- The recession - the best advice ever given to me
- How to make a world-class impression on the phone
- How to deal with NHS enquiries
- The two best ways I know of building rapport and getting people to like you
- The biggest communication mistake made by dentists and their teams and how to avoid it
- The importance of language
- Eight steps to a perfect consultation
- SO MUCH MORE!

My Own Story - make five phone calls a day

- 30,000 + delegates in 25 years
- Some delegates taken over a dozen courses with me and responsible for hundreds of millions of pounds of extra treatment plans
- Three books
- Reception, Presentation, Ethical sales, Serious Players Club, Entrepreneur Group
- 15,500 newsletters
- 34,000 hours training/coaching
- 14 countries world-wide, Australia, Holland, India, Ireland, Canada, Estonia, Serbia and seven courses in the USA
- My own training centre/King of Holland
- Number 12 in the UK Top 100 Dentistry.

All because I made two telephone calls!

**PLEASE FOLLOW UP
WITH YOUR CLIENTS**



You try ringing a girl up for a date on a
phone like this









Introductions - in your team

- Name
- Role
- Main reason/biggest challenge/why are you here?

Eight things to do to get the best out of today

- Take part, practise, go all in
- Have an open mind about the material
- Don't let your own prejudices get in the way
- Area has nothing to do with the results
- Don't make assumptions about your patients
- There are opportunities everywhere
- Just one idea could be a game changer
- When you are in the room, be in the room.

1. Dustin Johnson **\$9,635,185**



50. Jason Kokrak **\$1,934,250**



The difference is 1.4 shots per round

A development in a new skill, a small difference, can make a massive difference to your income.

I finally figured out why women go to the bathroom in pairs!!



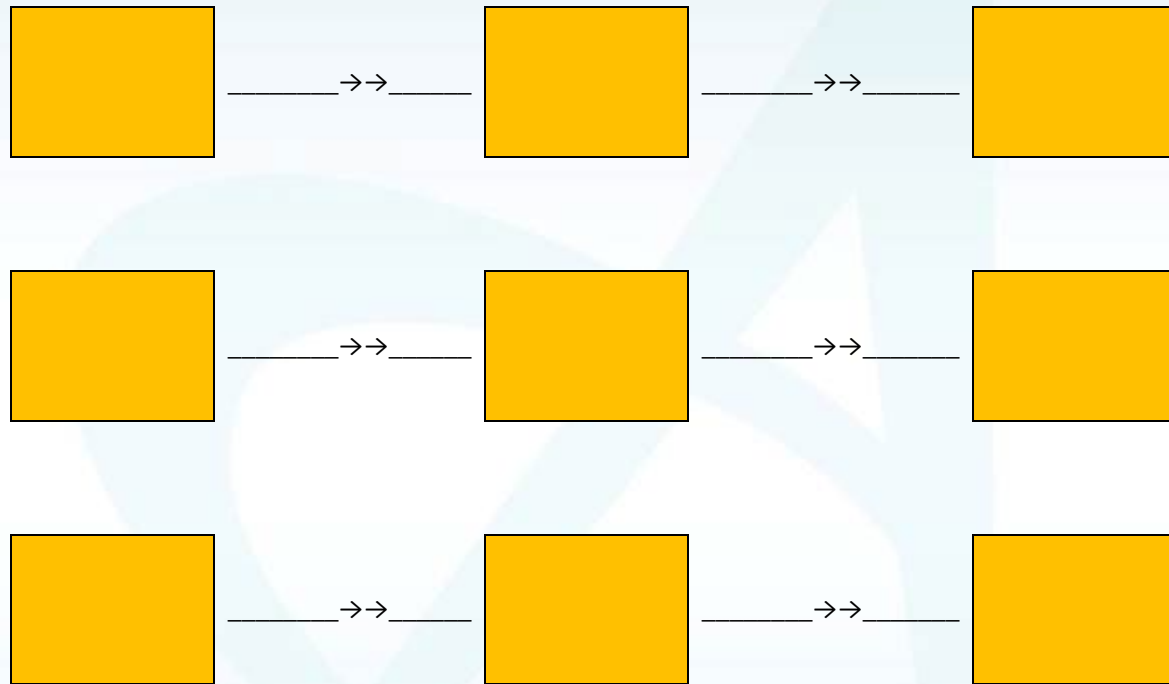


The whole team
is in sales





The whole patient journey





Definition of Ethical Sales

- Building relationships with the **right** patient
- Finding out their **problems**
- Solving them, create **win:win**
- **Ask for commitment**

It is all about solving problems and giving the patients what they want.

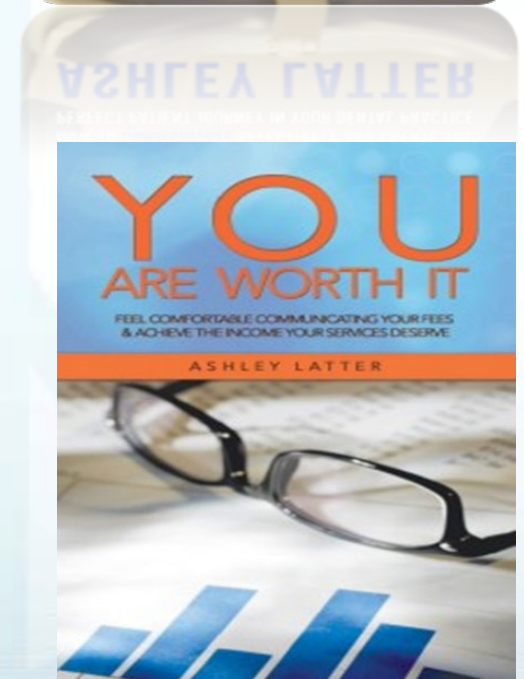
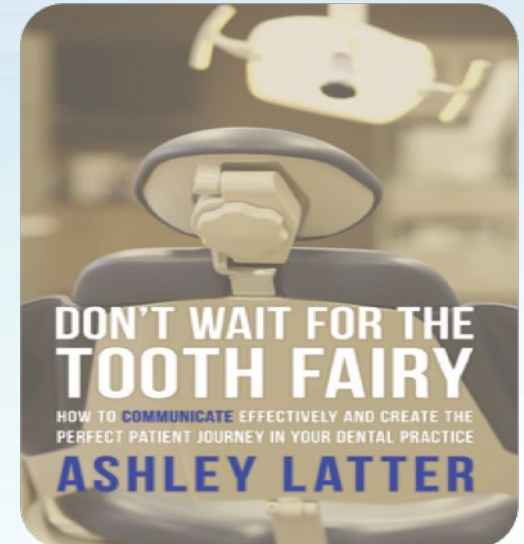
Otherwise, they are in
SALES prevention!



Ideal in sales

Think of someone who is outstanding in sales...

What skills, attitudes and traits do they possess?



What's important?

85% - 90%

Skills

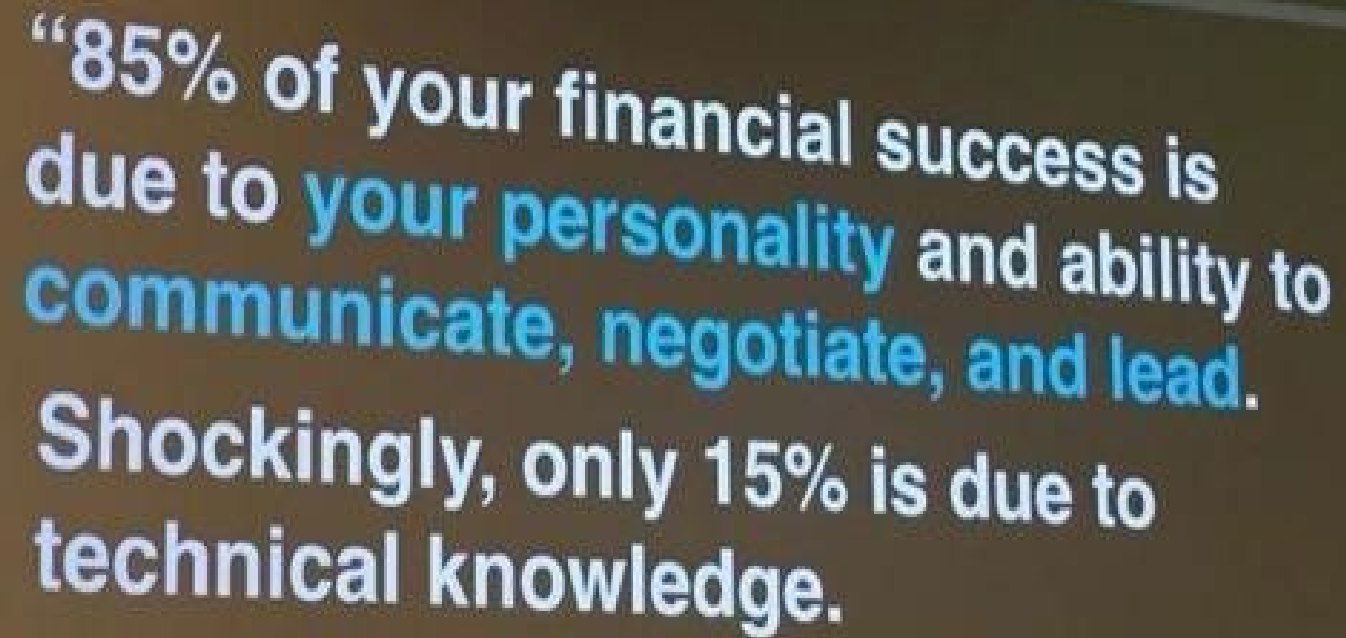
- Communication
- Listening
- Overcome objections
- Gain commitment
- Good people skills
- Talking benefits



Attitudes

- Positive
- Flexible
- Self confident
- Enthusiastic
- Optimistic
- Adaptable

What's important?



“85% of your financial success is due to **your personality and ability to communicate, negotiate, and lead. Shockingly, only 15% is due to technical knowledge.**

How much have you spent on non-technical training?

How the BEST get better

Being good at what you do does not mean that you will achieve all the success that you want to achieve.

Being good at what you do and being able to convince the patient, will enable you to achieve your goals in life.

**That is where you will get the greatest return
per pound spent!**



Positive Thinking...

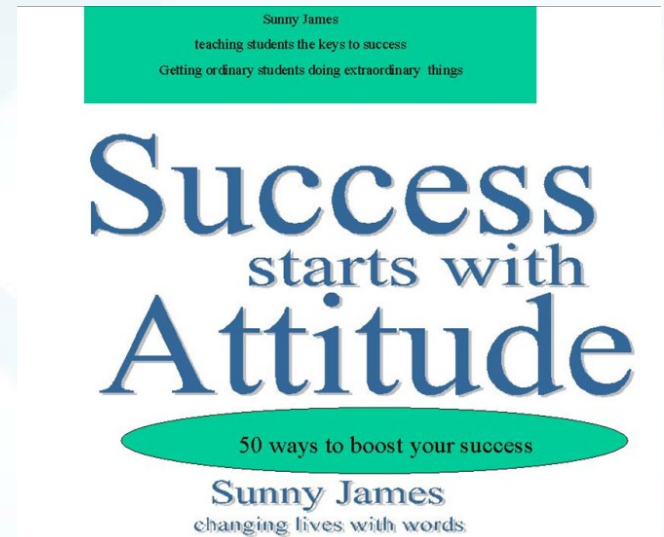


How is your attitude today ?

How many of you work to target and deadlines?

- Remember 20 items
- In the same order
- Without writing them down
- Say them twice.

How is your attitude now?



Treat it like an event,
one chance only!

Remember you are in show business.

BILLY ELLIOT
THE MUSICAL



Who's your
Sales Prevention
Officer?



Creating a world-class patient journey

- Preparation/building relationships - connect with the patient
- Asking questions - understand the patient's vision
- Providing a solution - address the patients issues
- Evidence/test close - match the problem
- Discussion of fees with self confidence
- Overcoming objections ethically
- Gaining commitment
- Follow up/ask for referrals.

EVERYTHING COUNTS!



The most important person!

‘Managing Director of First Impressions’



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SALES prevention!



Are you taking on NHS?

- No, we are a private practice
- No sorry, but we have a plan which starts at £14 per month
- No, I am sorry, you will have to come in for a full consultation and that starts from £96
- No, you need to ring 111.

Are you taking on NHS?

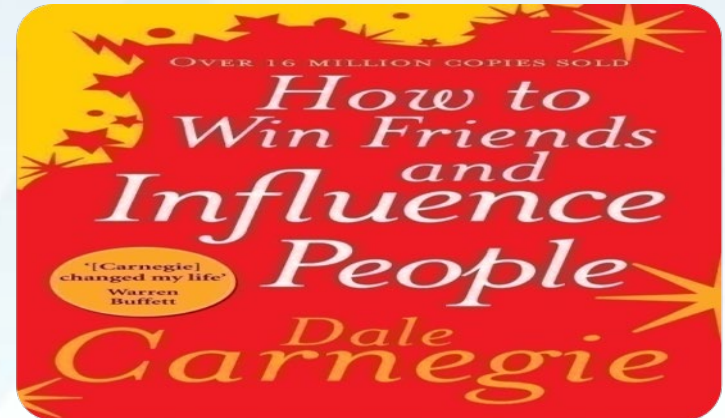
- May I ask your name please?
- Mrs Jones, may I ask how you heard about our Practice?
- We operate outside the NHS, however Mrs Jones, we may be able to help you. Can I ask a few quick questions to see if we can?

Do this one thing to stand out



The two big secrets of getting people to like and respect you

You first need to be genuinely interested in your patients. If you are, then your patients will then be genuinely interested in hearing your solutions.



Your patients are your number one ASSET!

Love them like you would your own family.



This means so much...


Dear Mrs. Ashley Latter,




Om Swastyastu!

Welcome back to the most vibrant resort,
Hotel Indigo Bali Seminyak Beach.

We are delighted to have you and
wish you an inspiring stay.

Sincerely,


Your neighbourhood Host

 HAPPY 
ANNIVERSARY
Mr & Mrs Ashley Latter


Build Rapport

- Find a stranger
- Become genuinely interested
- Ask questions, listen
- Its not speed dating
- Don't rush
- You don't need to get to the end.



Teeth Whitening

Two ways of doing this:

- Take an impression
- Send it off to the lab
- Comes back - gum shield
- Moulds
- Trays
- Bleach
- Sensitivity

Home kit

In the chair in one hour

Who cares?



Biggest mistakes

Is that you offer a solution to a patient without first finding out what your patients wants and needs are.

Because of this, you are missing out on many £1000's worth of opportunities.

Biggest mistakes

How often have you ever made
an assumption about your
patients based on how they are
dressed, their post code or their
job title ?

The Golden Rule - **prescription before diagnosis is malpractice**

What happens when you do this?



Asking Questions

- You find out what your patients needs and wants are
- Create more opportunities
- It shows that you care
- Less objections from patients
- Easier to present solutions
- Find your patient's pain
- Build stronger relationships
- You will understand what your patients' emotional reasons are.



Questioning Flow

Current Situation?

Desired Situation?

Why now/How long/Event/Social?

Summarise back to the patient (game changer).

What would it mean if we could?

You become truly world-class when you ask questions, the more you ask, the more opportunities you will create.

PLUS you stand out from any other dental practice in your area.





Patients are interested in the destination,
are they bothered about the plane?



Take Away

What is one thing you will do differently?

What impact will it have?

Slides/Newsletter/Free reports...

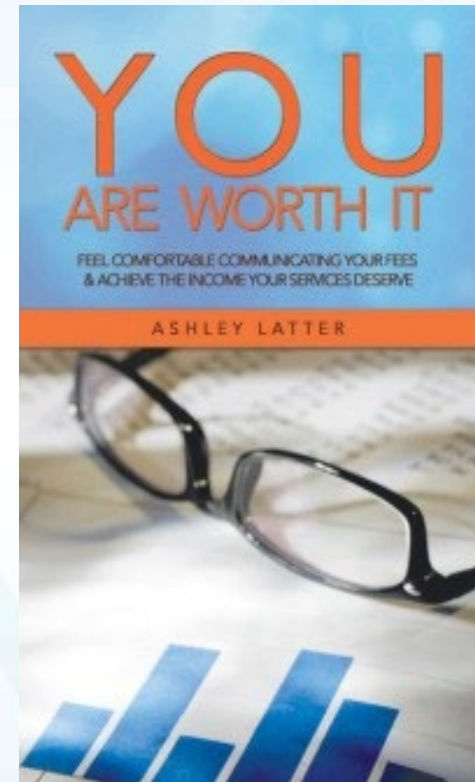
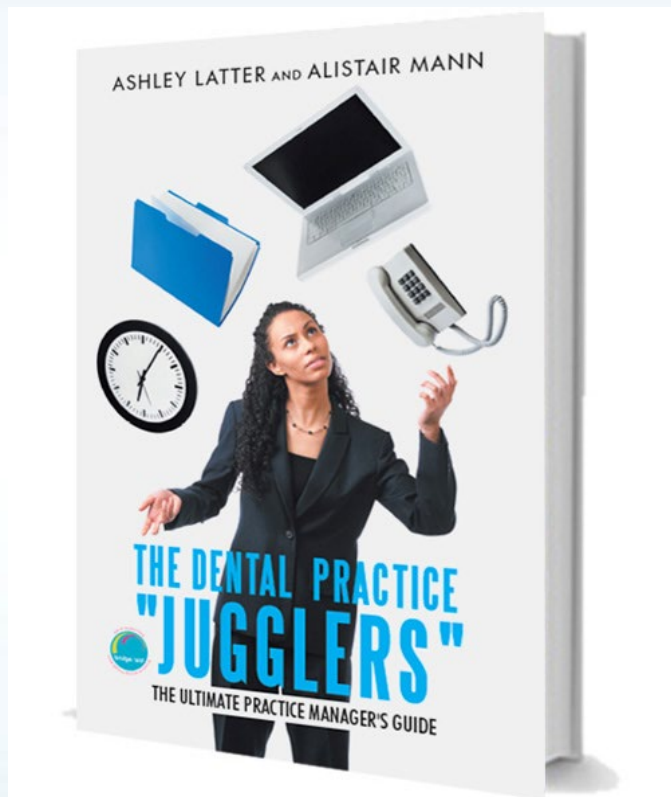
ashley@thesellingcoach.com



Decide not to take part



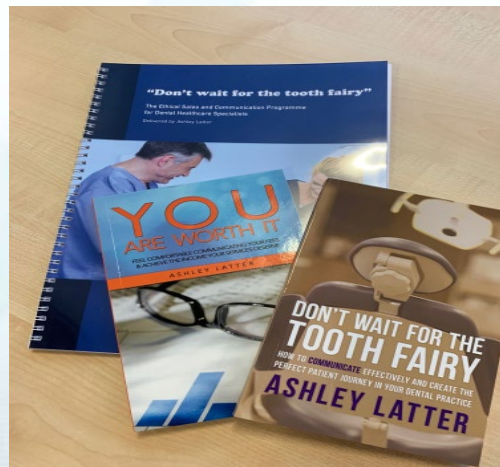
Build a relationship with you



Ashley Latter Success Club

Including

- Two Day Ethical Sales Course (value - £1450 + VAT)
- One Day Advanced Ethical Sales Masterclass (value - £750 + VAT)
- Speaking & Self Confidence Course (value - £495 + VAT)
- PLUS, ONLINE COURSES FOR LIFE
- Starts from £245 plus vat and 18 payments of £97 plus vat.



Ashley Practice Success Club

Including

- Two Day Ethical Sales Course (value - £1450 + VAT)
- One Day Advanced Ethical Sales Masterclass (value - £750 + VAT)
- Speaking & Self Confidence Course (value - £495 + VAT)
- Reception - turn all your enquiries into appointments £380 plus vat
- Leadership & Coaching Course £495 plus vat
- PLUS, ALL MY ONLINE COURSES FOR LIFE
- Start from as little as £600 plus vat per month

Online Course Ethical Sales - 8 videos - 5 hours of my very best material



The Ethical Sales and Communication Programme

Enhance your communication skills and deliver the dentistry that you love to do and your patients WANT

2 / 8 Posts Complete

[← Back to The Ethical Sales and Communication Programme](#)



Discussion of fees with self confidence

Post 5/8

Ethical Sales and Communication Programme



Preparation and building of rapport

⌚ 20 minutes

Build instant rapport with your patients - get them to like you instantly. Please download the course manual on the right



Asking questions

⌚ 64 minutes

Know how to ask the right type of questions in the correct order. Please download the case studies file on the right.



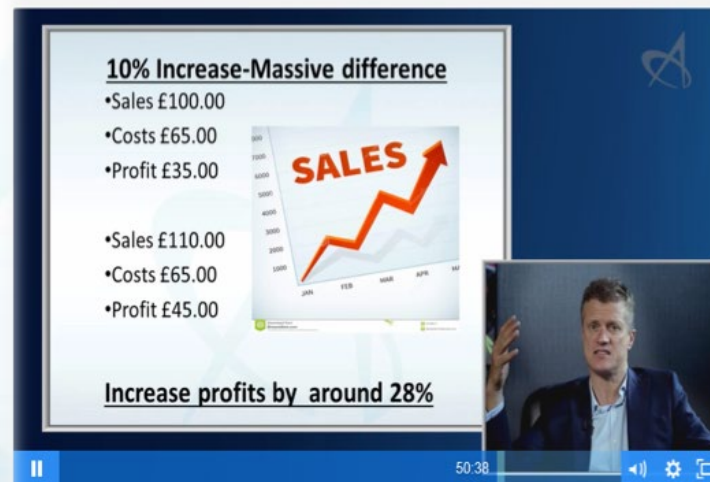
Providing solutions

⌚ 18 minutes

Learn to use the language that excites the patient to take action

Backing it up with evidence

[← Back to The Ethical Sales and Communication Programme](#)



Discussion of fees with self confidence

Search



COMING UP

Overcoming patients concerns and objections

[Previous](#)

[Next](#)



Ashley Latter

The background of the entire page is a photograph of a beach. In the upper portion, white-capped waves are breaking onto a sandy shore. The sand is a light tan color. In the lower center of the image, a single, five-armed orange starfish lies on the sand, casting a soft shadow to its right. The text is overlaid on this background in a black, handwritten-style font.

An old man walks along a beach and sees a young boy
throwing something into the water.

As he approaches,

he sees hundreds of starfish lining the beach, washed in from the tide.

The young boy is rushing around,
throwing the starfish back into the water one by one.

The old man asks why he bothers, it's pointless.

There are too many starfish to help them all.
As he flings a starfish deep into the water, the young boy replies,

It mattered to that one.



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THANK YOU

FOR ATTENDING TODAY'S EVENT.

WE HOPE TO SEE YOU AT ANOTHER PRACTICE PLAN EVENT SOON!

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The business of dentistry

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