



NEW BEGINNINGS

DENTAL CONSULTANCY & PRACTICE TRAINING

with
Michael Bentley

Agenda

- Understand how a TCO can build relationships with patients to ensure the role is a success
- Understand the role of a TCO and how they can enhance your current treatment plan process
- Learn how to approach introducing the role of a TCO with your clinicians
- Discover how to recruit the right TCO for your practice and the different training pathways



The GDC



The foundations of a TCO

- Principle 1 - Put patients interest first
- Principle 2 - Communicate effectively with patients
- Principle 3 - Obtain valid consent
- Principle 4 - Maintain and protect patients information

How a TCO builds relationships with patients



What will a patient sense about your practice



What do successful TCO's do?

- Evoke feeling
- Connect emotionally
- Know their customers
- Substance
- Let their customers know they understand them
- Offer a unique experience
- Face behind the brand
- Raving fans



KEN BLANCHARD
AND SHELDON BOWLES

RAVING FANS!

**A REVOLUTIONARY APPROACH
TO CUSTOMER SERVICE**

WITH A NEW FOREWORD BY KEN BLANCHARD

**THE ONE
MINUTE
MANAGER**

The three shields



You always need more fans

- You need people to fall in love with you
- Fans will return to your practice again and again
- Fans will rave about you to other people
- Free advertising



How?

- Be consistent
- Be confident
- Where is your backstage



Makes patients feel fantastic

Important to make people look fantastic but it will be the 'feel' fantastic that will make people return and rave about you.



Trust

- Fans
- High standards
- Patients will listen and respect you
- Recommend you



We all know what we do, we all know how we should operate - we can all talk the talk!

**But that's not enough - we have to walk the talk.
We have to do it right consistently!**

Understanding the role of a TCO



Enquiries

1

- Telephone
- Email
- Social media platform
- Virtual



- Greeting
- We are taking on new patients
- We can definitely help you
- Name exchange
- What concerns do you have?
- Confirm with patient what you have understood so far
- Add USP's where it supports/validates your offer
- Recommendation from your menu
- How did you hear about us?
- Take details/book appointment/take pre-payment
- Welcoming patient to practice details and information
- Sending forms - how to guide
- Confirmation and goodbye







New patient menu



- TCO free consultation
- Comprehensive assessment
- Combined offer
- Specialist assessment
- Suitability consultation
- Direct access
- Emergency triage
- Pain and relief



Knowledge of services



TCO appointment



- Meet and greet
- Sign off paperwork
- Confirmation - understand - reception handover
- Build Rapport - introduce your brand story
- Understanding dental concerns/cosmetic changes
- Confirmation - what you have understood so far
- Show solutions/confirm investments/share stories
- Recommend assessment solution (if not booked)
- Get handover ready
- Options on - comfort menu, guarantees, patient charter, taking photographs, taking a scan

Handover

4

- Verbal handover
- Notes handover
- Digital handover

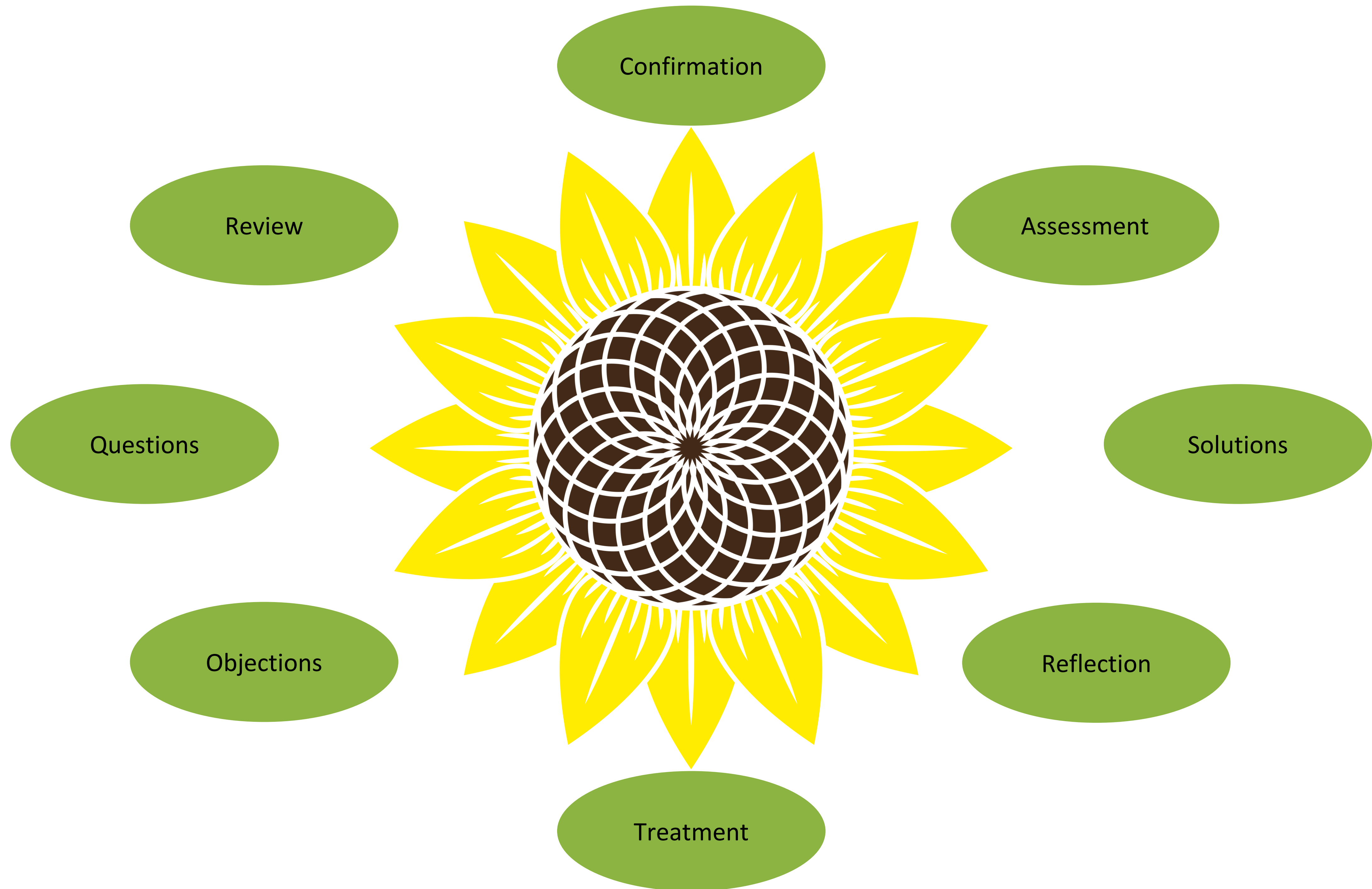


The assessment



- Comprehensive assessment
- Combined offer
- Specialist assessment
- Suitability consultation
- Direct access
- Emergency triage
- Pain and relief



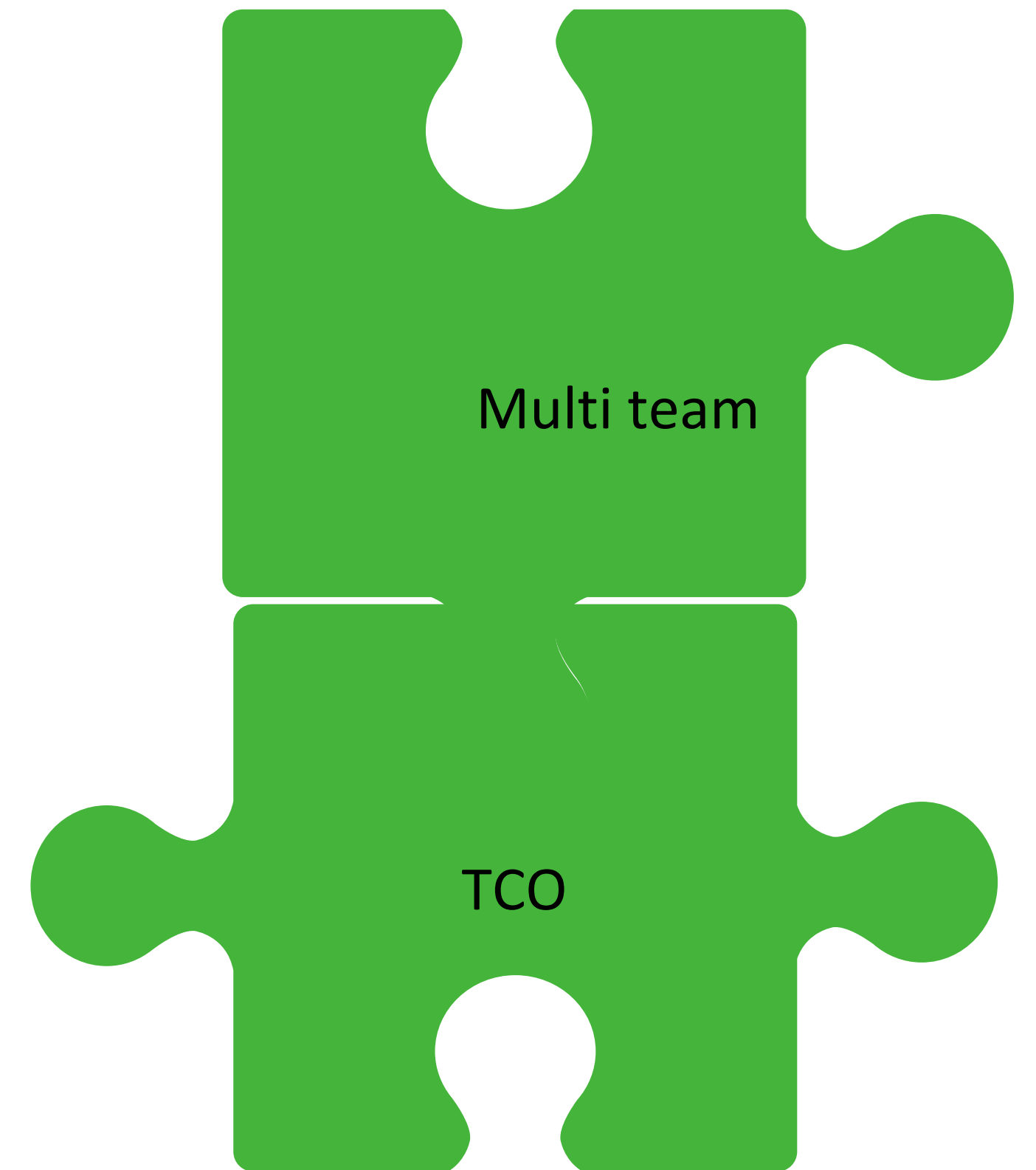
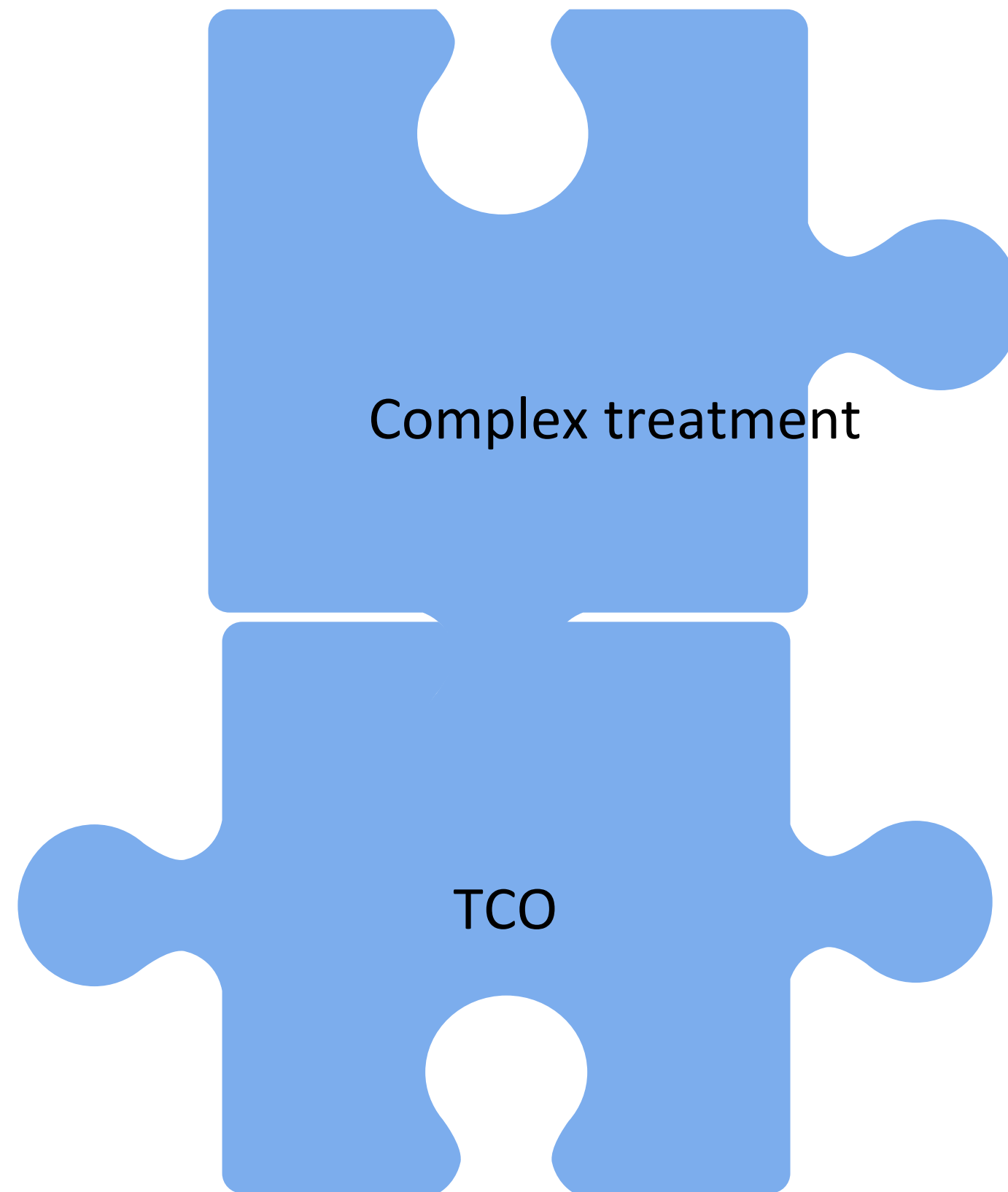
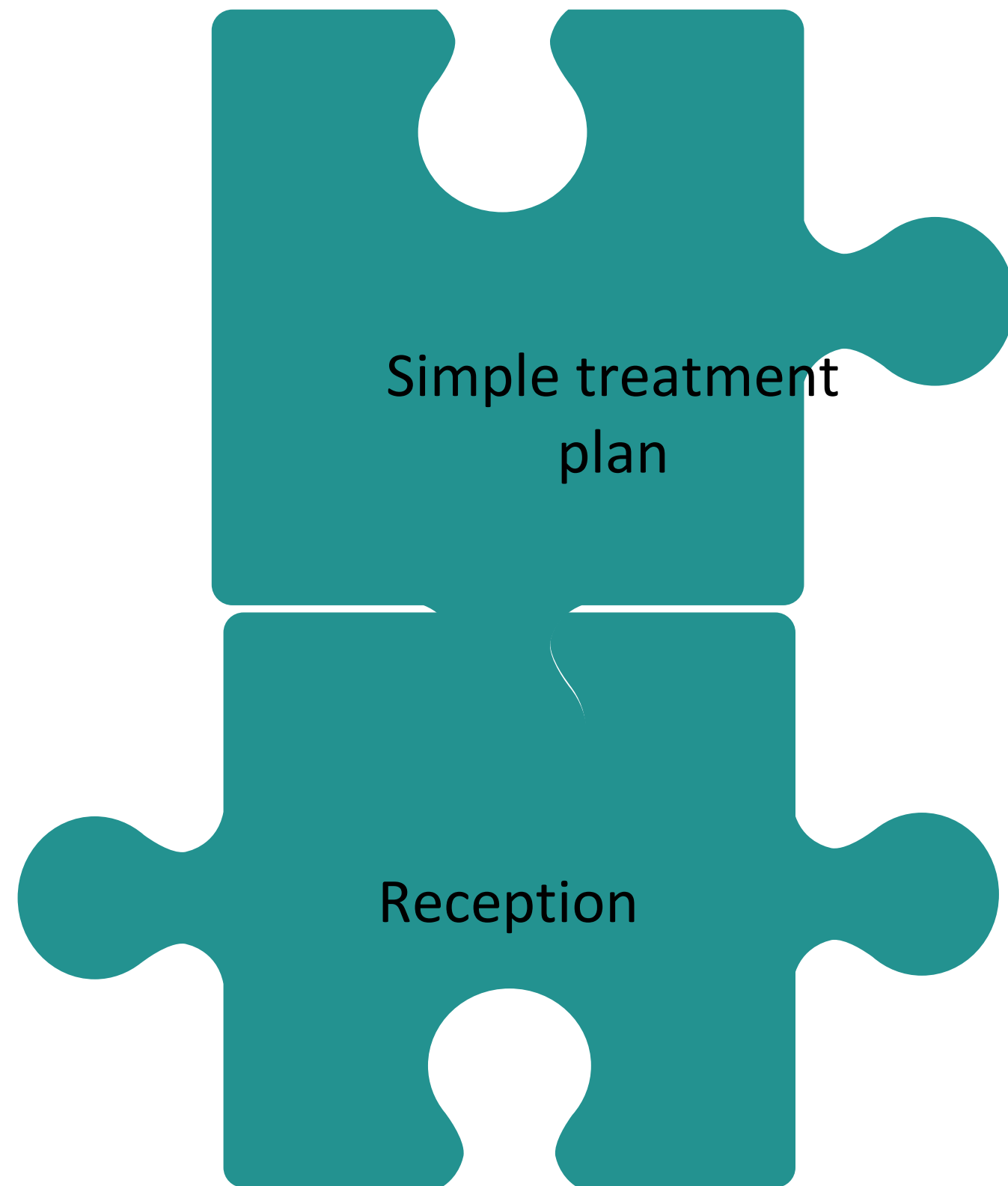


The Handover



- Handover to the desk
- Handover to TCO
- Multi team approach
- Book presentation/options meeting
- Book phone call / virtual





Understanding

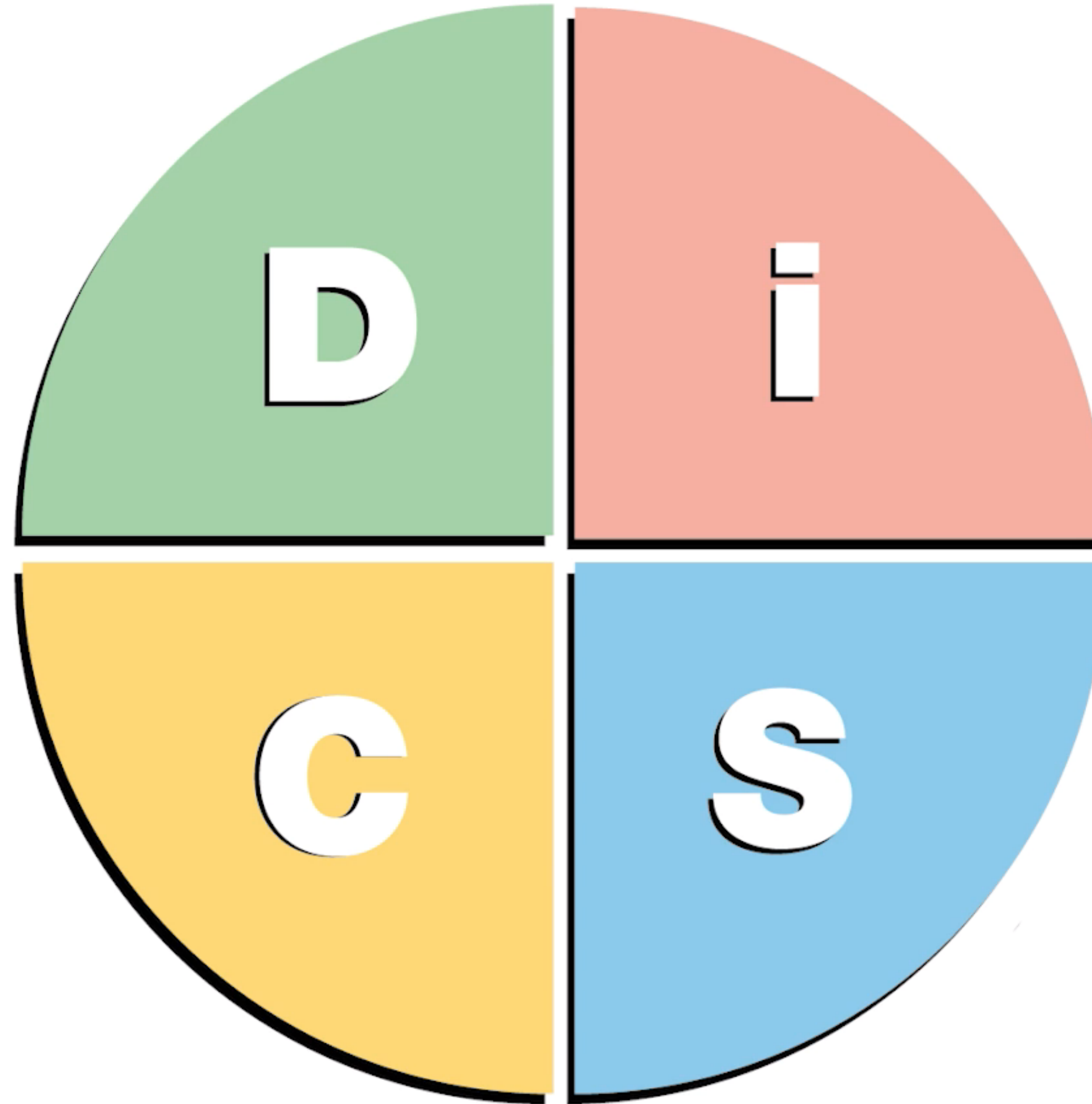


Confirmation



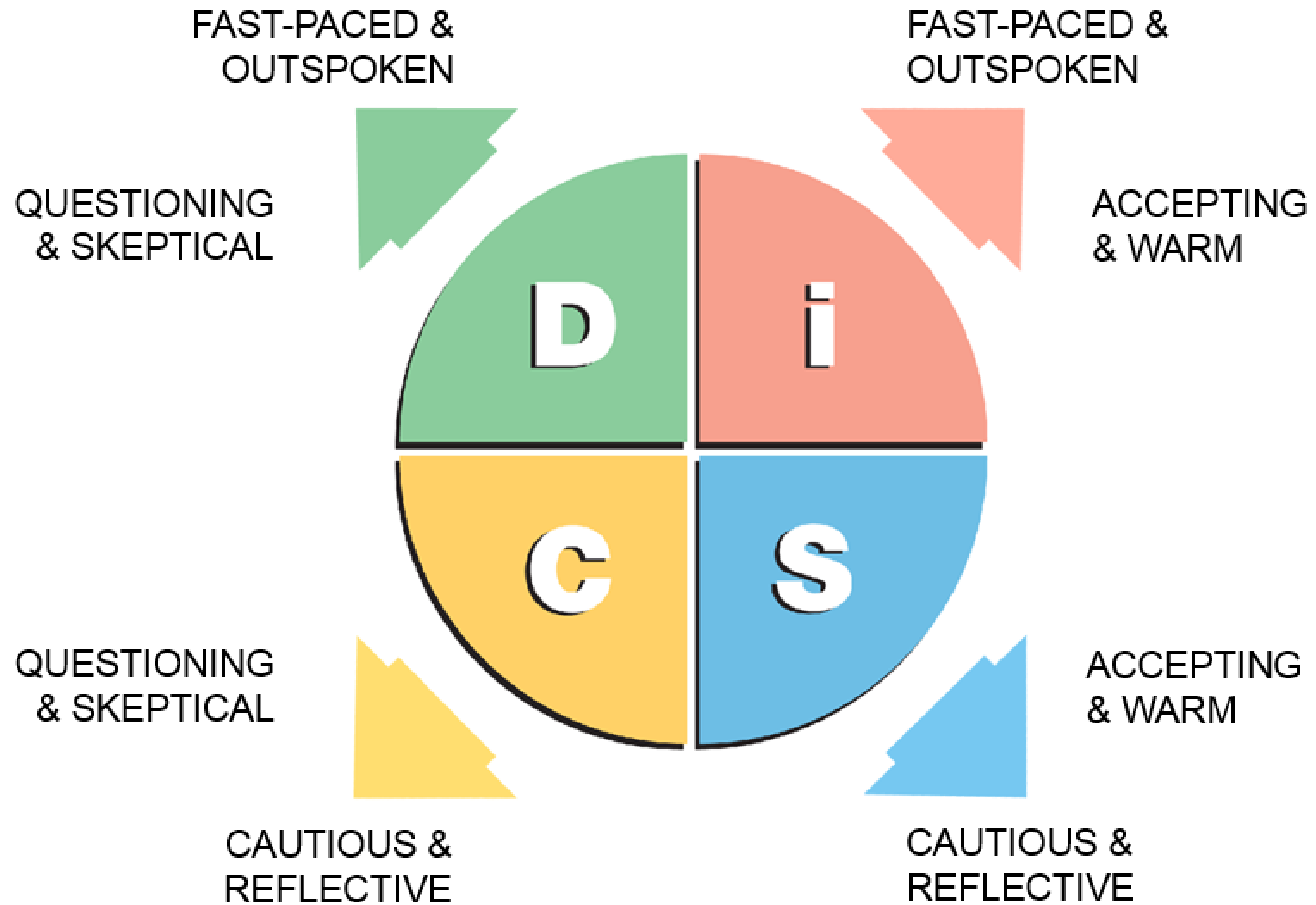
DOMINANCE

INFLUENCE



CONSCIENTIOUSNESS

STEADINESS



DOMINANCE

- Direct
- Results-oriented
- Firm
- Strong-willed
- Forceful

INFLUENCE

- Outgoing
- Enthusiastic
- Optimistic
- High-spirited
- Lively

D

i

C

S

- Analytical
- Reserved
- Precise
- Private
- Systematic

- Even-tempered
- Accommodating
- Patient
- Humble
- Tactful

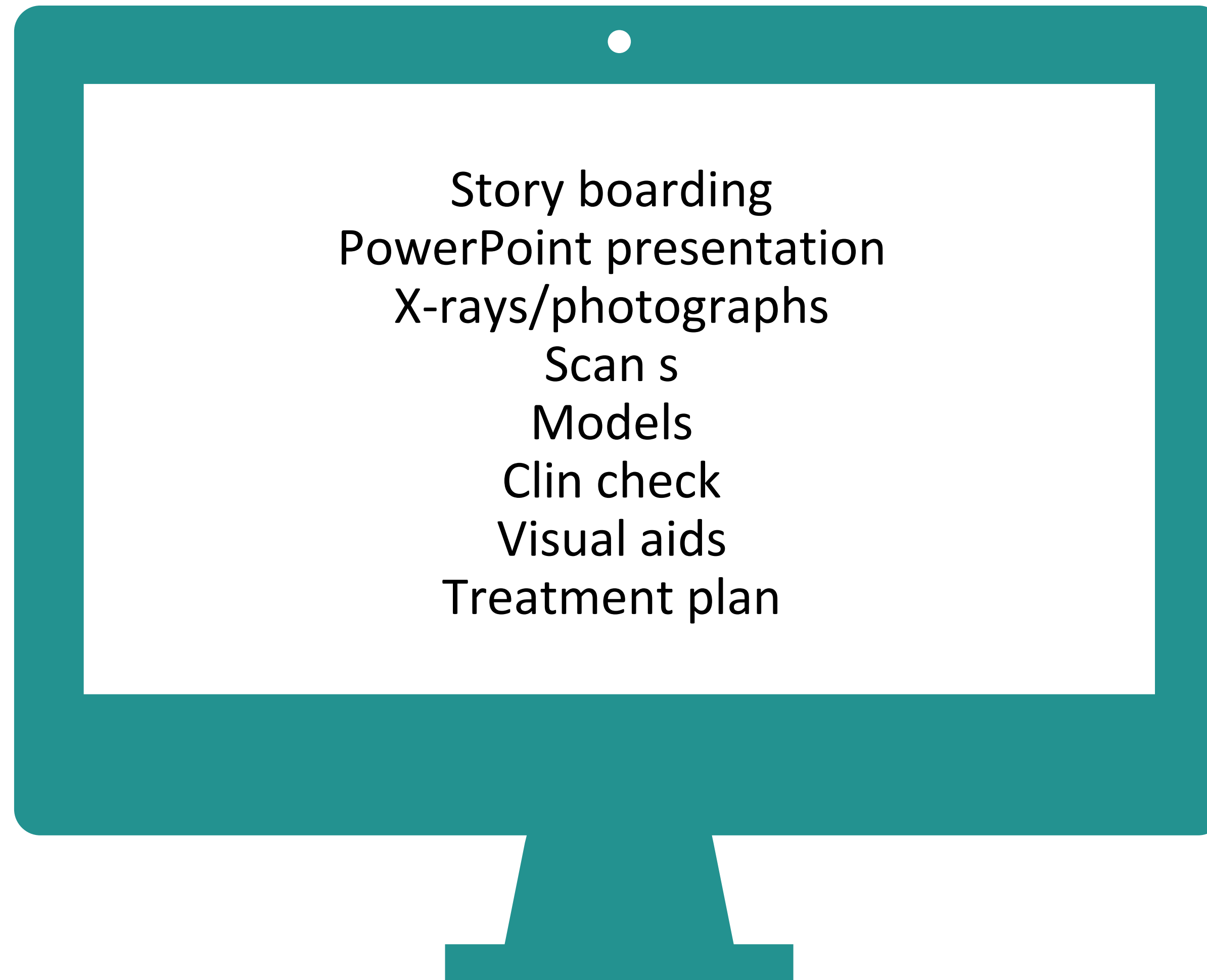
CONSCIENTIOUSNESS

STEADINESS

Treatment planning

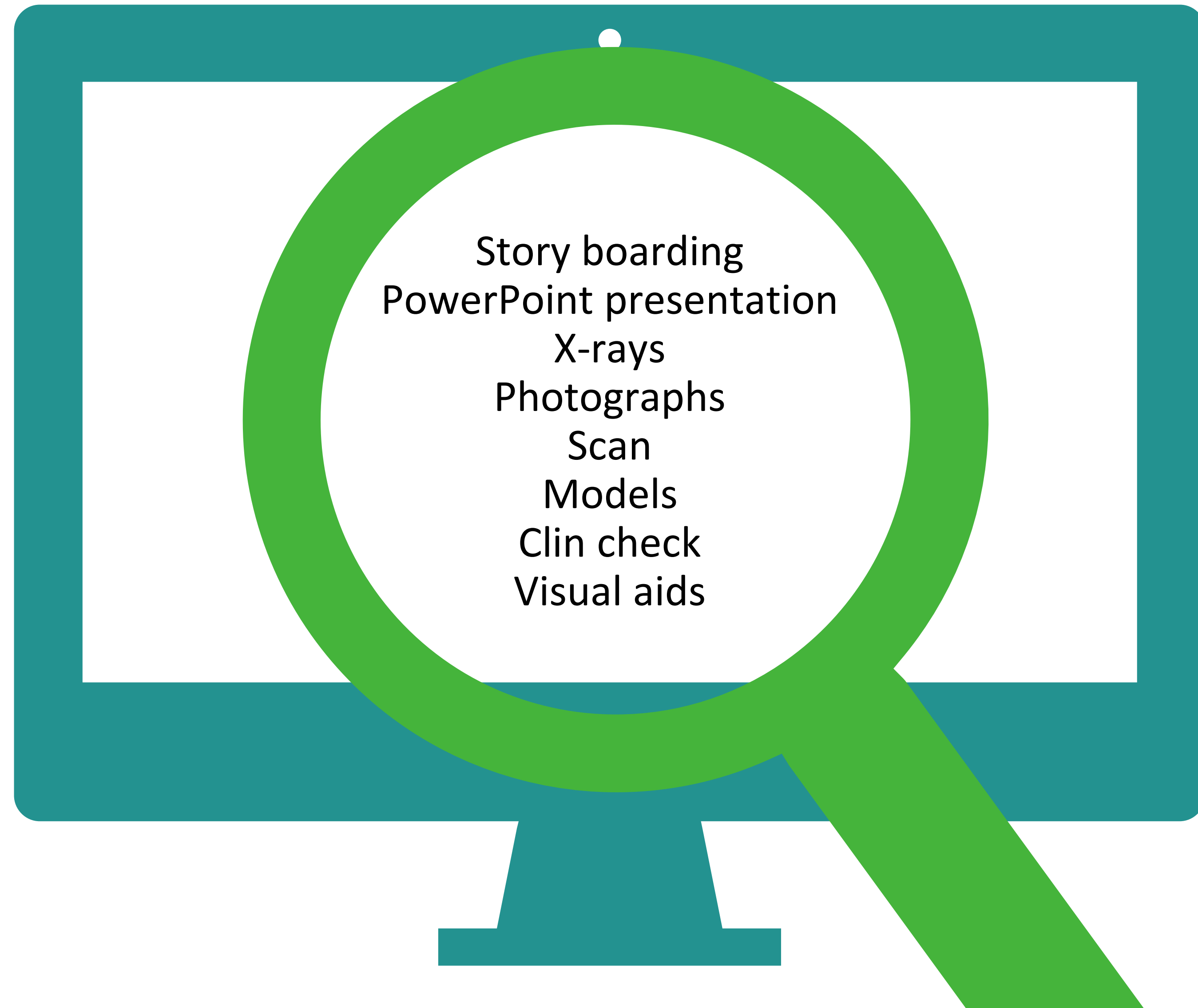


Getting the treatment plan ready



Story boarding
PowerPoint presentation
X-rays/photographs
Scan s
Models
Clin check
Visual aids
Treatment plan

Presenting the treatment plan



Story boarding
PowerPoint presentation
X-rays
Photographs
Scan
Models
Clin check
Visual aids

TCO Confirmation





Story telling

Investment

Story telling



Classic *story* telling

TAKE A RIDE OVER THE RAINBOW



THE WIZARD OF OZ and all related characters and elements © 1997 Turner Entertainment Co. (M7)











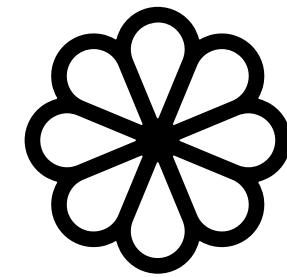
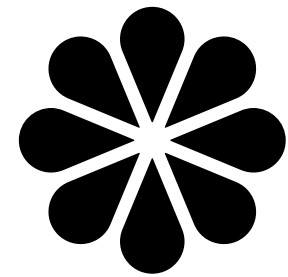
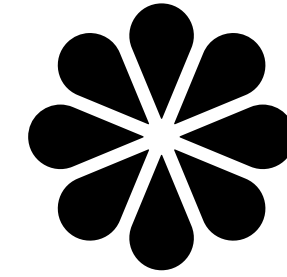
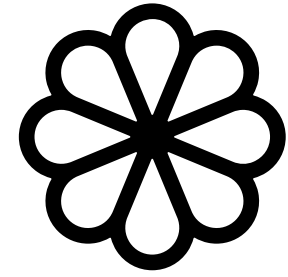


THERE'S
NO PLACE LIKE

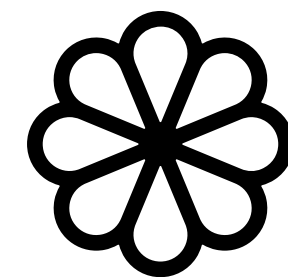
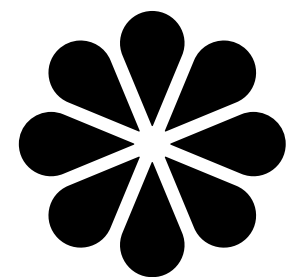
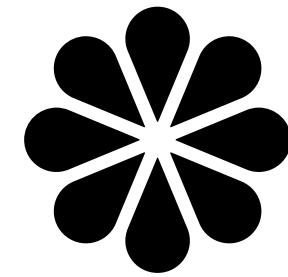
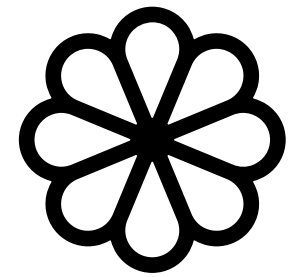


Home!





*“You could love almost
anyone, if you knew their
story”*



Classic story telling structure

ACT 1

- ✓ **Context setting**
- ✓ **Inciting incident (crisis/the villain)**
- ✓ **Moment of choice**

ACT 1

Context setting

Set a clear context by starting with where and where it happened

(Three years ago I broke my tooth, I lost my tooth and I felt like I never wanted to smile in a picture again)

Use an engaging opening statement

This is the story of “Patient name”

Add specific, sensory details, things to make the patient use their senses - things to hear, touch, smell and taste

Decide what the most important part of the story and tell it accordingly

Inciting/ incident and crisis

Introduce the villain of the piece - this is the person (nervous patient story) a difficult situation (the loss of confidence)

Moment of choice

Add a hero into the story - this is the team members /who provided a solution, gave confidence

ACT 2

✓ **Conflict and obstacles**

✓ **Climax**

ACT 2

Conflict and obstacles

Introduce obstacles and problems - such as time, periodontal requirements, finance - staged treatment.

Confirmation of what the patient said through treatment, how it made them feel to slowly overcome obstacles.

ACT 3

✓ **Transformation**

✓ **Reversal**

ACT 3

The transformation

Confirm emotionally how the patient felt about their new smile, how it has changed their life, what they are doing now.

Use pictures to show transformation and normal every day photos that show how their smile has made a difference, patient at work, on holiday, enjoying social activity.

Sharing stories



A large green thumbs-up icon is positioned on the left side of the slide. The thumb is pointing upwards and to the right. The palm of the hand is facing towards the right, with the fingers slightly curled. The entire icon is a solid green color.

What would you like to do next?

How does that sound to you?

Are you happy with our recommendations?

Objections

- Understanding recommendations
- Clinical questions
- Financial concerns
- Time concerns - how long/not the right time
- Nervous about having treatment
- Need time to reflect
- Are there other solutions
- The decision maker is not in the room

Membership

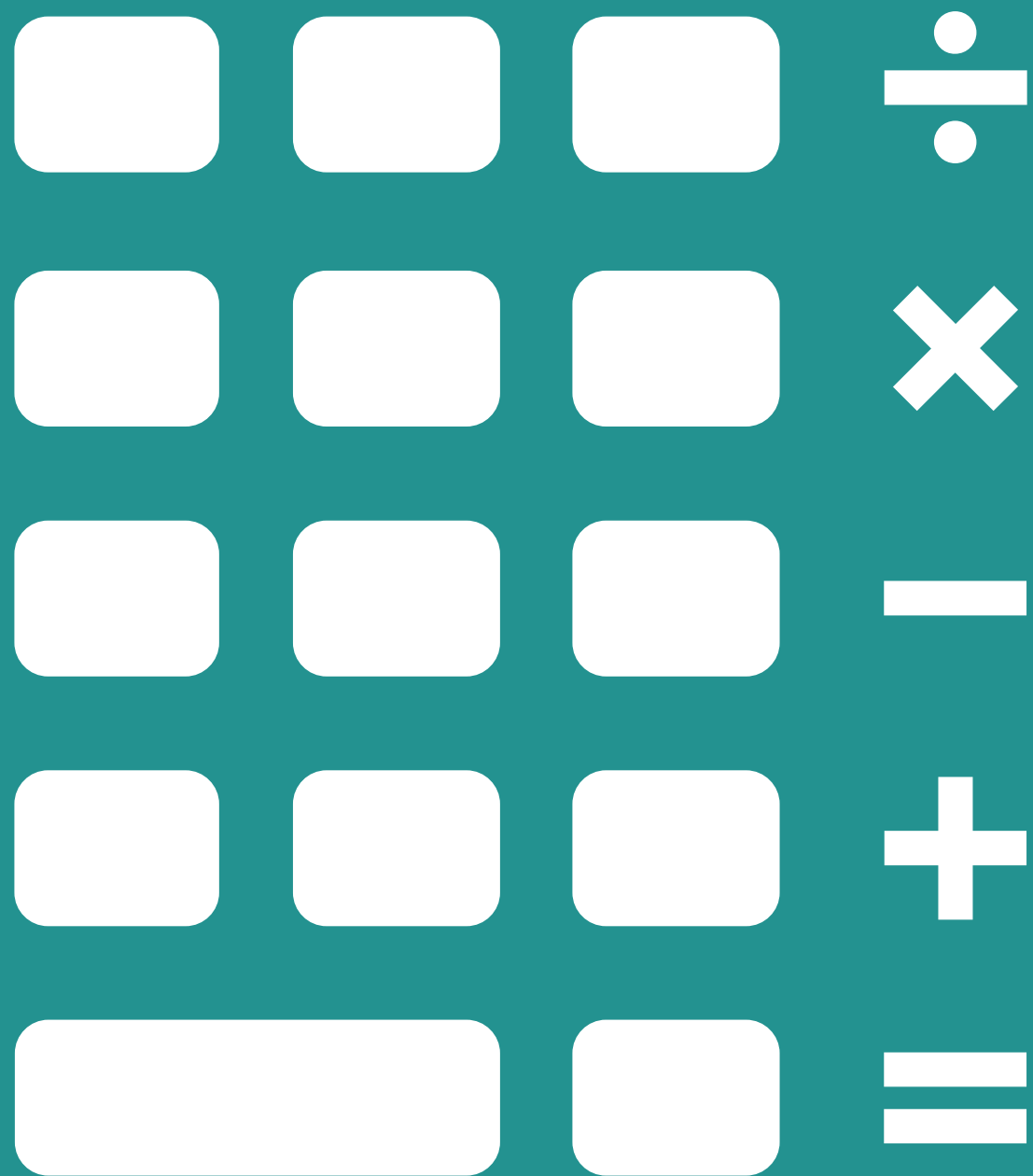


Promoting prescribed membership



Finance

Spread the cost



Save money





Appointment booking



Follow up



Tracking

End of treatment celebration



Recruiting the right TCO



BRAND AMBASSADOR



TCO checklist

- ✓ Possessing a positive attitude
- ✓ Being reliable
- ✓ Being skilled at conversation
- ✓ Being able to think on your feet
- ✓ Knowledge of your brand
- ✓ Natural leadership skills
- ✓ The ability to gather feedback and provide positive insight







Thank you.