



# PART THREE

# What are you grateful for?

Tell us something you are grateful for in **your** dental practice.



**WRITE DOWN THREE  
OBSERVATIONS**



# SAMENESS / DIFFERENCE

**Sameness**

**Difference**



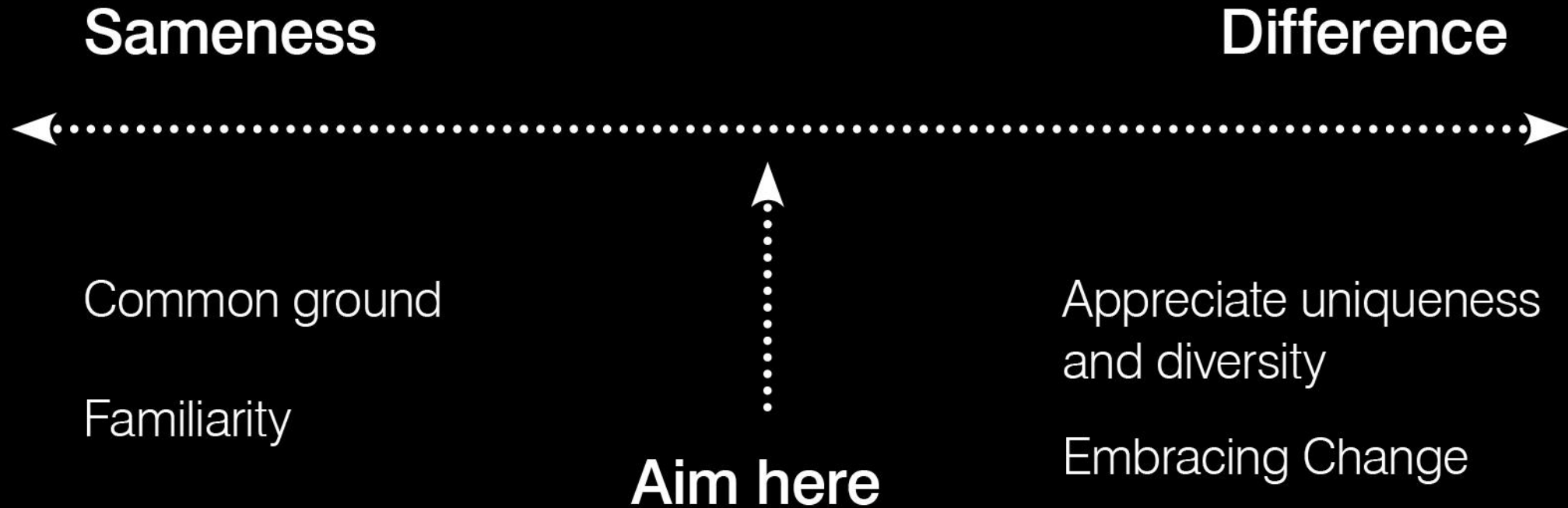
Seek similarities and patterns

Distinctions and variations

Consistency in their experiences

Notice unique features  
and appreciate diversity

# HOW TO USE THIS IN PRACTICE...



# HOW TO USE THIS IN PRACTICE...

- **Handing over patients to an associate**

You'll be seeing Tom next time.

He will do the same exam as me and look at the same things.

He is amazing with patients

You will still have Ellie nursing for you

I am around if you want an implant.

- **Rebooking an appointment**

So, although we need to rearrange, I can offer you the same day, at the same time a week later, does that sound ok?

- **Joining plan**

By joining the plan, you will still see me, get the same care and attention and you won't pay anything when you go downstairs. You will also get discount on treatments.

# META PROGRAMS



# SECURITY CHECK-IN

A security guard in a white shirt and blue tie stands at a control desk, looking at a computer monitor. The monitor displays a security interface with maps and buttons. In the background, there is a metal detector and other people in a dimly lit area.

9:40

## Virgin Atlantic FlyReady

Good news, your test results have been verified for your upcoming flight.

FlyReady status for

Leigh Garcia

For flight

LHR → JFK

Departing

6 August, 2021



FlyReady status verified by Trust Assure™

Leigh Garcia

Your Virgin Atlantic Fly Ready status shows that you've met the test requirements for your destination. It will update automatically in My booking for easier check in and boarding.

### Next steps

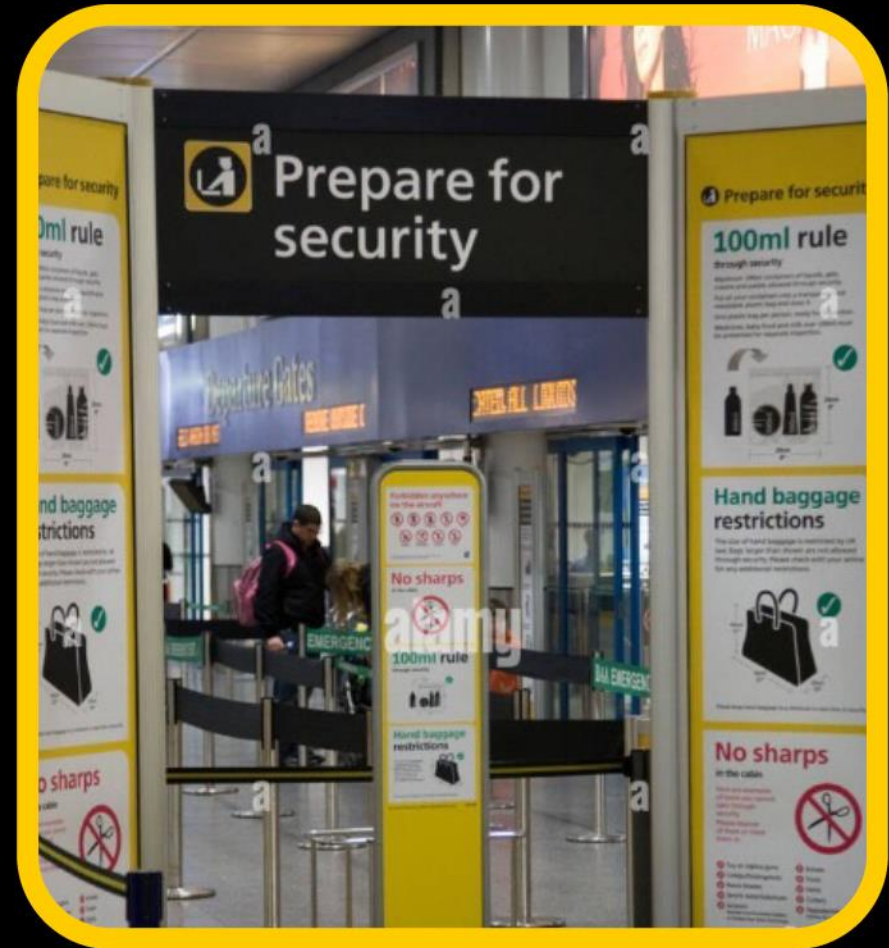
1. Check in for your flight

Online check in opens 24 hours before departure, or

at the airport.











# THINK BEFORE YOU PACK

EU Regulations For Carrying Liquids In Your Hand Luggage Through Security

## ✓ ALLOWED:

- Liquids up to a maximum size of 100ml each
- Pack liquids in a transparent re-sealable bag
- Bag size no larger than 20cm x 20cm
- One bag per person
- Sealed bag must be presented separately at security check

## ✓ EXCEPTIONS:

- Essential medicines, baby food/milk must be presented separately

## ✗ NOT ALLOWED:

- Liquids, gels, pastes and lotions over 100mls
- Containers over 100mls even if only partially full
- Over packed 'open bags'
- Sharp items



## PREPARE FOR SECURITY PLEASE HAVE YOUR BOARDING CARD READY

### ✗ Forbidden

Through security

No liquids in containers over 100ml



No blades over 6cm



### ● Caution

Show for inspection

Liquid Baby Food and Milk



Liquid Medicines



### ✓ Allowed

Max 100ml  
Liquids, gels, creams and pastes



In 1 resealable plastic bag per passenger



Have bag ready for inspection







A photograph of a man and a woman standing at an airport security checkpoint. The man, on the left, has a beard and is wearing a grey long-sleeved shirt and blue jeans, with a large red backpack. The woman, on the right, has short brown hair and is wearing a red sweater and a denim skirt, with a black backpack. They are both looking towards a blue security screening machine. The machine has a circular opening for bags and a sign that reads "Liquids under 100ml" with a green checkmark icon, and "Separate from your hand baggage In one plastic bag per person". Above the machine, there is a sign with a white silhouette of a person walking with a suitcase. In the background, other passengers are visible, some with luggage, and airport signage, including a blue sign with the number "7". A small, yellow and black striped suitcase with a cartoon face is on the floor to the right. The word "CONVINCER" is overlaid in large, bold, yellow capital letters across the center of the image.

# CONVINCER

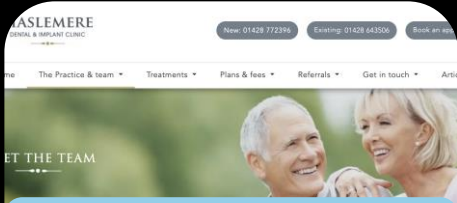


# HOW TO USE THIS IN PRACTICE

For a new patient consultation – **what we do is...**

- Website
- Reception – phone call
- Email confirmation
- TCO initial consult
- Studio check in
- During the procedure
- Treatment presentation

Same, aligned messages



**Attract**



**First call**

**Ms Pankhurst Appointment  
Reminder for Haslemere  
Dental**

Dear Sally

**Reminder**



**First visit**



**Waiting room**



**Local**



**Treatment  
presentation**



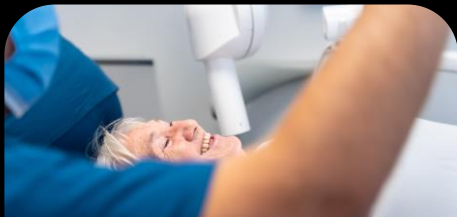
**Co-Pilot**



**Check in**



**Escorted**



**Treatment**



**Checkout**



**Reception**



**TLC + 3R's**



**Complaints**



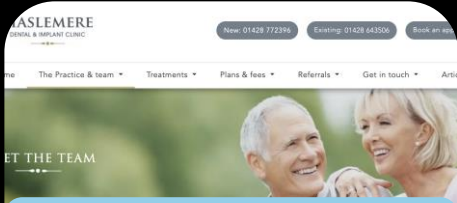
# THE FREQUENT FLYERS CLUB

# Practiceplan

The business of dentistry

Part of the **WESLEYAN** Group





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Dear Sally

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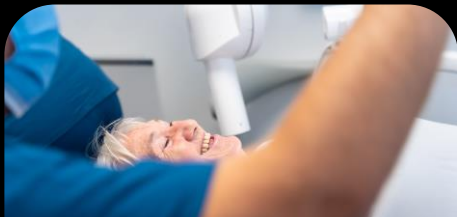
**Co-Pilot**



**Check in**



**Escorted**



**Treatment**



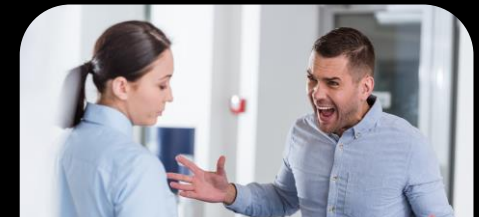
**Checkout**



**Reception**



**TLC + 3R's**



**Complaints**

THE  
KILLER  
QUESTION

“

Tell me, in terms of your dental health, function & appearance, how would you like your teeth to be in, let's say, 20 years?

”





When they use phrases like  
**I can, I will, I want**  
**TOWARDS**

When they use phrases like  
**I can't, I don't, I shouldn't**  
**AWAY FROM**



# TOWARDS



I still want all of my own teeth  
I want them to look good  
To feel confident about my smile  
I want them to work  
Be comfortable

# AWAY FROM



I don't want to lose them  
Don't want them to look bad/yellow  
Don't want to be embarrassed  
I don't want any pain  
I don't want any problems  
Don't want false teeth

**LISTEN CAREFULLY**







Hi Baz, I use your "20 year question" on every single patient" for a lot of mine, it's a 10 year question..! It's  
[redacted] awesome, thank you.



**David Bullamore**

It is my favourite question for treatment planning. The patient will usually give you direction on what they want for their teeth so you can prioritise what is important to them, serving them better and saving time by not discussing at length treatment they aren't interested in. It is also a question, so far, no patient has said they have been asked before, which I think helps differentiate us dentists who actually care about what the patient wants for their teeth.

4 d Like Reply



**Arnold Gangaidzo**

I'm using it on all new patients. Many of them are feeling listened to and deciding to go ahead with comprehensive treatment instead of single tooth dentistry. I'm finding that it gives them permission to share details they otherwise may not provide and it is making it easier to build rapport.

5 d Like Reply



# WHAT DO YOU WANT FROM TODAY?

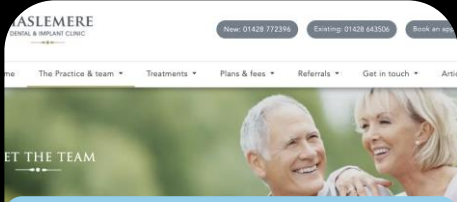


Good day out  
Proper lunch break  
Cake & Cookies  
New ideas  
Fun  
With your team  
Relevant to you

# WHAT DON'T YOU WANT FROM TODAY?



Role play  
Death by PowerPoint  
Boring  
Too complicated  
Overwhelming  
All about the dentist



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**First visit**



**Waiting room**



**Local**



**Treatment  
presentation**



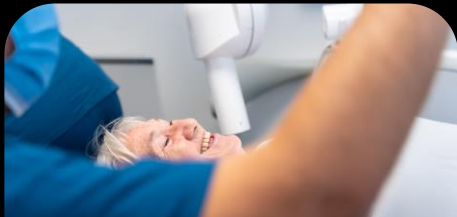
**Co-Pilot**



**Check in**



**Escorted**



**Treatment**



**Checkout**



**Reception**



**TLC + 3R's**



**Complaints**



**EXERCISE TIME**



Name of touchpoint:

Where are we now?

Where do we want to be?

Short haul actions

Long haul actions

HIGH  
FLYERS

05 00 00



# THE MAGIC OF LANGUAGE

# FIRST RULE OF SUBCONSCIOUS INFLUENCE

Your subconscious mind does  
**NOT** process a negative!

**DON'T THINK  
OF A BLUE TREE!**



**DON'T SPILL THAT DRINK**







A close-up photograph of a young child with light blonde, wavy hair and bright blue eyes. The child is holding a white ceramic cup with both hands, drinking from it. The child's face is partially obscured by the cup. The background is dark and out of focus, featuring warm, glowing bokeh lights, suggesting an indoor setting like a restaurant or cafe at night. The text "Carefully with two hands" is overlaid on the right side of the image.

Carefully with  
**two hands**





Don't worry





There won't  
be any pain,  
**it won't hurt.**

JUST



**Attract**



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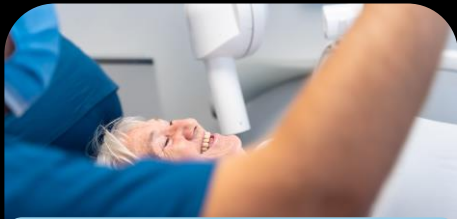
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**Treatment**



**Checkout**



**Reception**



**TLC + 3R's**



**Complaints**











# AGREEMENT FRAME

Everyone sees things from a **different point of view**

Usually when people disagree with someone,  
they use the word **“but” to preface their own viewpoint.**

# THAT'S A LOT OF MONEY

I understand that it's a lot of money,  
but you said **you wanted to save the tooth.**

**BUT**

~~BUT~~



# REMINDER-RAPPORT

Good rapport can mean the difference between a successful,  
**productive communication and an unsuccessful, nonproductive one.**

Creates a sense of likeness

People **LIKE** people who are like them

People **TRUST** people who they like

People take **ADVICE** off people they trust

People **BUY** off people they like & trust

# THAT'S A LOT OF MONEY...

I understand that it's a large investment and what you said to me, is that you **wish to still have all of your teeth in 20 years**

The crown does cost more but will increase the chances of keeping your tooth. **Because it's strong and durable**

# TRICKY SITUATIONS

I need to cancel my hygiene tomorrow; **I have to go to work.**

**He's running late again;** you did this to me last time.

Why is your crown £800? **It's £550 down the road.**

**I don't want to go to school today.**

“

One thing is certain in business.  
You and everyone around  
you will make mistakes.

”





# FLIGHT PATH

## Part One

*Short haul actions*

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*Long haul actions*

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## Part Two

*Short haul actions*

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*Long haul actions*

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## Part Three

*Short haul actions*

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*Long haul actions*

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## Part Four

03 00 00

# What are you grateful for?

Tell us something you are grateful for in **your** dental practice.



A stylized black silhouette of a coffee cup, integrated with the letter 'B' of the word 'BREAK'. The cup has a handle on the left and a flame-like shape rising from the top of the 'B'.

**BREAK TIME**