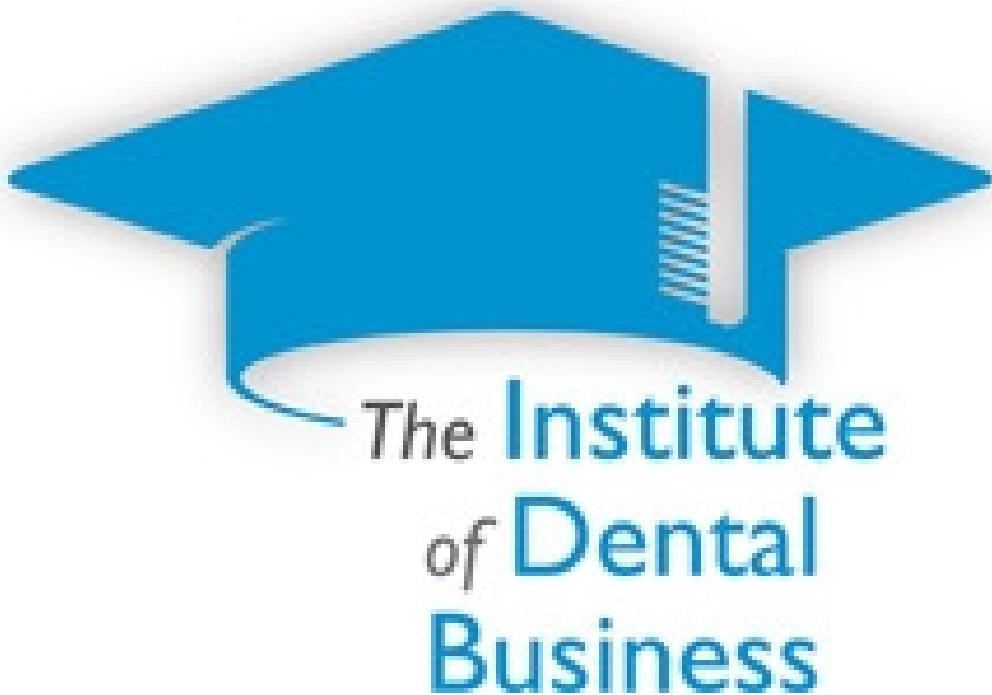




together making your good practices great

**Patient Centred Sales
BEST CHOICES
Guarantee
and
Pre course questionnaire**



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Patient Centred Sales BEST CHOICES

This course has a unique double your investment within 90 days or your money back guarantee



This guarantee has terms and conditions that must be honoured for the guarantee to apply.

- ✓ Your fees are paid in full and on time when first requested.
- ✓ A pre-course questionnaire is completed and submitted to Jane@IODB.co.uk a minimum of seven days before the event.
- ✓ You attend the full duration of the course and fully participate in all the exercises as requested.
- ✓ You complete and submit a monthly post course summary, tracking your progress. The post course summary should be submitted on the first of each month for a minimum of three months following your attendance of the course. The post course summary should be sent to, Jane@IODB.co.uk
- ✓ You can show that you have used the **BEST CHOICES** approach for every examination you have undertaken since the course.
- ✓ As soon as you identify an obstacle or lack of resources that has the potential to impede your success, you seek immediate redress and overcome the situation.
- ✓ You do not have any significant reduction in your clinical working hours.

Please note that in the instance of whole practice bookings, it is the responsibility of individual dentists to be achieving a return on their personal investment. Claims on the guarantee should be made by individual clinicians and not as a practice or group claim.

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Patient centred sales – BEST CHOICES

Pre - course questionnaire

Name

Practice

The challenges I have with giving my patient's choice include;

- I don't feel connected with or that I really know my patients
- I don't know what questions to ask to discover the patients problems
- I don't know what to ask to find out what my patients really want and need
- I don't know how my treatment will really benefit my patients day to day
- I don't know how to find out what will prevent my patients going ahead with treatment
- I don't know how to inspire trust or confidence in my patients
- I don't know how to engage my patients when I present treatment plans
- I don't know how to gauge if my patient is interested or not.
- I don't know how to demonstrate the reasons why treatments are advantageous
- I don't know how to get informed consent without confusing my patients or putting them off.
- I don't know how to explain the risks without talking the patients out of treatment
- I don't know how to overcome my patient's objections
- I don't know how to gain commitment
- I don't know how to do more of the treatments I enjoy doing and I am good at
- I don't know how to encourage patients to buy without feeling sold to
- I don't know how engage our team in the patient centred sales process
- I don't have the advanced clinical skills I need to deliver private treatment
- I don't have the advanced communication and leadership skills I need
- I don't know how to organise my diary so I have time to have the crucial conversations
- My sales process is confused, and I don't have a template to follow

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What other challenges do you have in relation to selling high quality dental treatment and treatment plan conversions?

What have your challenges with sales cost you or prevented you from doing so far? (Think of lost income, opportunities, impact on your personal and professional life, health fitness, friend and family career progression etc)

What will these challenges continue to cost you and prevent you from doing in the future if you don't overcome them? (Think of lost income, opportunities, impact on your personal and professional life, health fitness, friend and family career progression etc)

What has stopped you learning to overcome your challenges before now?

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Please provide a summary of your gross income for the six months preceding the course.

| | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Mean average |
|---------------------------------------|---------|---------|---------|---------|---------|---------|--------------|
| NHS | | | | | | | |
| Private | | | | | | | |
| Membership plan | | | | | | | |
| Other | | | | | | | |
| treatment plan conversion rate as a % | | | | | | | |

Please represent this data as a graph and as a table.

Please complete and submit this form to Jane@IODB.co.uk to arrive a minimum of seven days ahead of the course.

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