



What Patients Really Want...

...but haven't told you.

Presented by Steven J. Anderson
Founder



CrownCouncil.com



TotalPatientService.com



SmilesForLife.org



P.O. Box 92001 | Southlake, TX, 76092

1.877.399.ToPS

answers@TotalPatientService.com | www.TotalPatientService.com

Steven J. Anderson



Steve Anderson Steve Anderson is the founder and president of the **Total Patient Service Institute** (www.TotalPatientService.com) which specializes in implementing the highest level of patient service, practice management and communication skills in dental practices.

Over the last eighteen years he has spoken at every major dental meeting in North America, conducted hundreds of seminars all over the English speaking world, worked with thousands of dental practices to increase their productivity, written over 100 articles for dental industry publications, authored 5 books, and produced dozens of audio and video learning programs.

In 1995, he co-founded the **Crown Council®** (www.CrownCouncil.com) a worldwide association of leading dental practices. Through the Crown Council, he co-founded the **Smiles for Life® Foundation** (www.SmilesforLife.org) which has raised over \$24 million dollars in the last ten years for children's charities. He was recognized as 1997 Entrepreneur of the Year Finalist by Ernst and Young and named the 2005 "Dental Businessman of the Year" by Excellence in Dentistry.

Steve and Cheryl, his wife, are the parents of six beautiful daughters and live near Dallas, Texas.

Contact:

Total Patient Service Institute
P.O. Box 92001
Southlake, Texas 76092
PH: 1.877.399.TOPS
www.TotalPatientService.com
Answers@TotalPatientService.com

Let's give them something to talk about!

81% rely on _____.

Patients buy with _____ and they justify with _____.

What is your C.Q.? _____

How many times do you “Ring their bell?”

Point of “Engagement”	Team Action

Help Me...

"I love my _____."

The truth about your patients and their dental "insurance."

Verbal skills:

Objections:

Tell Me More...

“Tell me more about _____”

What do you really believe about it?

What is your clinical protocol?

What are your verbal skills?

Objections?

Tell Me More...

“Tell me more about _____”

What do you really believe about it?

What is your clinical protocol?

What are your verbal skills?

Objections?

A Conclusion:

There's a _____ attached to the teeth. Patients get it! Do we?

What are you doing as a team to make the connection and help your patients make the connection?

But don't tell me...

"Please don't tell me to _____!"

"Oh, and don't talk to me about _____ either."

Today, you have to tell patients _____.

Summary and Action:

New belief: Give them something to talk about!

My action: _____

New belief: Help patients use their insurance without becoming insurance dependent.

My action: _____

New belief: Tell me more about “the connection...”

My action: _____

New belief: Don't just “tell” me, tell me _____!

My action: _____

