

Selling Dentistry

Ethically ~ Elegantly ~ Effectively



Selling can carry negative connotations for dental professionals, but it doesn't have to. While the bottom line of any dental practice is productivity and profitability, there are many ways to get there. Today's dental teams must give patients enough information to make well informed decisions that result in treatment acceptance. Yet, it can all be overwhelming for both patients and health care professionals.



In this informative, interactive and entertaining presentation, Janet shares proven sales principles that are founded on a commitment to patient care. Learn how to manage this concept in an ethical, elegant, non-intimidating manner that creates value for your patients and makes you feel great about what you have to offer.

Is **SELL** *really* a four letter word?

Participants will learn:

- Why **patient education** doesn't always work
- Why dental professionals must **develop effective sales skills**
- Why and how to utilize **Focused Communication vs. casual conversation**
- How to utilize the **Discovery Process** to uncover patient values
- How to create **rapport** quickly through **connections** and linking
- The **Treatment Triad** that triples case acceptance
- How to discover your patient's **hot buttons**
- **Transformational Vocabulary**—the power of the spoken word
- Why **relationships rule** and how to master them
- How to increase **case acceptance** and boost **production** while **increasing patient care**.

Doctor:

"I wish my team would sell more dentistry!"

Team Member:

"I'm a health care provider. I hate sounding like a used car salesman!"



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Suggested Audience:
All Dental Audiences

Suggested Formats:
Full- or Half-Day,
Workshop, Keynote