The art of connection
You have to bond with your patients if you want them to say ‘yes’ to treatment. Author Ashley Latter offers some invaluable advice

You see, ‘ME’ is my favorite conversation. He asked me questions about what I required and presented some quotations he had already prepared on the basis of a quick telephone conversation we had had on the day before. You know what, I had already decided to do business with Brian and New Bank before I had seen the offer he was making to me. I was very impressed and I had probably decided in about five minutes. Why, because Brian had taken the trouble to find out all about me, before he came to see me and was genuinely interested. We also found several topics we could talk about, and I think that’s what made the experience interesting. I find in life that for every 100 purchases/transactions I make, about three to four per cent are memorable and enjoyable. The other 96 per cent are nothing special, or the service is not good and I do not enjoy it. So I am delighted to share one of the more enjoyable experiences.

Key points to learn
1. Spend time in preparation. Learn all about your patients, read their records and have staff meetings. Remember – proper preparation prevents poor performance.
2. Really focus on getting the customer to like you and ‘connect’ with the patient. It is only when you really connect that a transaction takes place.
3. Look the part. Nothing more to say here.
4. Once you have gained commitment, do everything possible to make the experience a great one. ‘Wow’ them at every opportunity, keep them updated with what is going on and of course, common sense here, thank them for your business.
5. Ring the patient at home afterwards and ask them how everything is going.

Last thought and something I would like to leave you with. Please focus on building relationships with your patients. You and your team will never get a second chance to make a first impression. It is only when you really connect that a transaction will take place.

About the author
Ashley Latter has now delivered the ethical sales and communication programme to over 4,000 dentists and their teams over the last 10 years. He is also the author of the book, Helping Patients Say YES. To find out more about his course dates and to register for his free email newsletter, please visit his website www.thesellingcoach.co.uk.