

## Do You Need Advanced Cosmetic Dentistry Marketing Skills That Will Help You to Greatly Improve Case Presentation Rates?

Learn the Dos and Don'ts in Marketing for Cosmetic Dentists

By Kimberly Kelly, CMC

Recently, I overheard a conversation in a dental office between a patient and the practice's office manager. Although I wasn't intentionally eavesdropping, I found it quite hard to resist not listening to all that was being said. Since it's my job to observe dental staff in their work environment, I quietly took some notes as I waited to be seen.

You see, I had been invited to the practice by the head dentist for a consultation, when I soon realized that the job of cosmetic dentistry marketing had been put into the hands of the office manager.

I have to tell you that I did clench up my shoulders and grit my teeth during the exchange between the office manager and the patient. "Ouch!", I thought as I continued to listen. This practice really needs to train staff to understand the dos and don'ts in marketing for cosmetic dentists.

### Are You Driving Patients Away?

I later learned that this patient was presented with a treatment plan of almost \$7,000, but soon walked out the front door to his newish BMW, opened the car door, got in and drove off!



So what happened? I was too curious to leave it alone, so I asked the dentist's permission to see what had just taken place.

"Why did the patient leave in such a hurry -- without accepting the treatment plan presented?", I asked. The answer was astonishing to me.

"He told me that he just couldn't afford that kind of money right now, and that his credit has taken a beating from the downturn in the economy". Needless to say, I was almost shocked by her resignation.

### Learn Proven Cosmetic Dentistry Marketing Strategies That Will Greatly Increase Case Presentation Acceptance!"

I don't blame the office manager. She was a very pleasant and capable woman — (she did offer the patient information on third party financing) but just not adequately trained to handle the marketing for cosmetic dentists.

She didn't realize that she had let a big case get away, and I instantly wondered if that was one of the reasons that this practice had invited me to come. They certainly needed marketing help!



Unfortunately, I cannot tell you that I had not seen this scenario before. Many dental practices just don't realize the importance of training up all staff members — from the receptionist to the office manager.

Every member of your team is in the **cosmetic dentistry marketing business**. Therefore, it's crucial to the profitability of your practice, that every staff member must be adequately trained to help you grow. Successful **on target!** marketing for cosmetic dentists is truly a team sport.. If you want real success, it's "all hands on deck:".

### Do you recognize what went wrong with that patient?

I did notice he could still afford to drive around in luxury — even though his credit and finances had been hard hit. It's just a case that this practice was chasing patients away by not making it easy for patients to do business with them.

Many of the best and highest value patients may be in this same boat. Don't shipwreck your cosmetic dentistry marketing plan's effectiveness by making it too hard for patients to accept your recommended treatment plan.

We trust you as dentists and know that you operate ethically. Make it easy for us to accept your treatment plan — and we will. We do value our smile and our dental health!

### Get the Marketing Help You Need **TODAY!**

Don't lose another patient! Get the training you need in expert case presentation, and boost your practice's profitability.



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