

Handling Financial Objections Plus

Agenda	
Check-in	8:30 – 9:00 am
Types of Buyers and Predicting Patient Acceptance	
9:00 am - 10:00 am	
<ul style="list-style-type: none"> Recognize buying signals to better predict patient acceptance 	<ul style="list-style-type: none"> Ask key questions to qualify patients on the first phone call
The Fine Art of Pricing	
<ul style="list-style-type: none"> Develop a pricing strategy that fits your brand and attracts desirable patients – not bargain seekers! Tailor your Unique Service Propositions (USPs) to differentiate your practice from competitors 	<ul style="list-style-type: none"> Discover discounting do's and don'ts Leverage patient financing to increase your "YES!" rate
Break	10:15 am - 10:30 am
First Contacts Count	
10:30 am – 12:00 am	
<ul style="list-style-type: none"> Develop relationships (and your database) from the first contact Charge for consultations and overcome consult fee objections 	<ul style="list-style-type: none"> Reduce No Shows with guaranteed appointments
Optimize the Patient Experience	
<ul style="list-style-type: none"> Use FORD to establish relationships Engage patients through the art of asking questions 	<ul style="list-style-type: none"> Practice presenting quotes – where and how you do it matters!
Quotable Quotes	
<ul style="list-style-type: none"> Refine the look and language of the fee quote Deposits, Prepay-Merits and Revisions 	<ul style="list-style-type: none"> Perfect your fee quote presentation – how you do it counts!
Lunch	12:00 pm – 1:00 pm
Handling Fee Objections and Discount Demands	
1:00 pm – 4:00 pm	
<ul style="list-style-type: none"> Discern an objection from a smokescreen, learn to ask open-ended questions! You will leave with techniques perfected by sales professionals and psychologists to deal with pricing objections. 	<ul style="list-style-type: none"> Tactfully respond to fee objections and discount requests – without discounting! What's your value proposition?