

## Do you educate your Dentists?

*By John Marshall, President Founder of Results Driven Consulting*

In working with dental labs, as well as, professionals in over 30 industries, very successful practices embrace this highly underutilized skill.

They educate their clients.

They share their experience. They share their wisdom. They share their expertise gathered over numerous years.

Do you?

So, how can you apply this idea to your lab? Here's some actionable ideas.

1/ Identify – come up a list of dentists (5 or 10), that are open to learning new ideas and suggestions, and would appreciate your help. (Don't waste your time with dentists that have too large an ego. Okay?)

2/ Problem/Solution – when certain cases comes into your lab, resist your normal tendency to just do the work. Instead, spend a small amount of time on this problem to identify the issue. For example, why is this happening? Or, what is going to be the problem with this crown, as a result of this bad impression from the Dentist?

Spend a few moments in designing your solution in such a way that you can easily articulate this to the dentist. Why? Because you're going to call them.

4/ Contact Them – rehearse what you're going to say to the dentist. Here's the secret sauce – say it in benefit driven language. In other words, summarize the problem; share your solution, and explain how your solution is going to save them chair time; reworks or having to reschedule the patient. And – share your solution with confidence.

5/ Create a Solutions Folder – create a simple word document in your computer to capture these solutions. (Create one file per solution).

As a lab owner, you're the expert. You know shading, crowns and bridges better than most dentists. Don't be shy. Reach out to the dentists that are open to your expertise. They'll welcome your call. They'll appreciate your help.

As an added benefit, you'll deepen your relationships, while increasing your revenue and profits.

If you start to educate your dentists as early as next week, you'll achieve greater results. The results you deserve.

## Biography –

### John Marshall - Results Driven Consulting

John Marshall, a thought leader on small business, discovered something powerful. In mentoring businesses in over 30 industries – including dental labs, most owners are overwhelmed because they don't know their one vital number. That's why we created our business scorecard: What's Your Number? This insightful scorecard helps business owners learn if their business is weak, strong, or underperforming on a scale out of 100. The scorecard is part of our 5-part mentoring framework, that helps business owners finally achieve the results they deserve.



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