

APRIL 2007

Referral Dialogue by: Sue Marshall

The best time to ask for referrals is after a patient extends a compliment: "I love my new smile!"

Now it's your turn, "We love having you as a patient here. You are so much fun to please and your smile is beautiful. Remember how you felt when we started?"

"Would you feel comfortable letting your friends know about us?" (Listen – let them talk) "Is there someone at your office, or other location, who you think might appreciate what we provide?" (Listen) "How could we help you tell them about us?" (Listen) "Would you like a card or brochure?" (Listen) "Would you like us to call them and invite them for a complimentary tour?"

Identify the people you want to ask for referrals in the AM Huddle. Paperclip a couple of business cards to their file and have the person who is going to ask for the referral hand them out to the patient. Each morning briefly share who you invited the day before.

After each invitation, make sure you document in the chart who asked and what the response was. You may even consider coming up with a patient referral system.

Make it fun!!!



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As the "Head Coach" of Dental Boot Kamp Coaching Services, Sue started her dental career at age 16 and has dealt with nearly every challenge in dental practice. As a Certified Dental Assistant, with twenty years of consulting with dental practices all over America, with experience working with multi-doctor practices and successfully integrating associates; Sue knows how to pull the team together and focus everyone on the practice purpose and goals. Sue and her husband of 30 years live in Knoxville, Tennessee and are the parents of two children and are proud grandparents as well. sue@thecoachingcenter.net