

## **RX For Recession** By Paula Harriss

*We may be in a time of recession in our nation's economy but it does NOT have to effect your production. Here are some ways to prevent recession before it happens to you!*

1. Stay away from the televisions and newspapers at home and in the office. Dwelling on the bad news only feeds negativity and feelings of panic.
2. Appeal to the 5 senses in your office. How does your office look and smell? What do the patients hear? What can they feel and taste? Create a warm, cozy, relaxing office.
3. Watch your non-verbal, which is 93% of your communication. If your team has the mentality that no one can afford dentistry right now that will be conveyed to your patients!
4. Market to the peripheral. Example: Offer FREE sessions in your office on dealing with headache pain that could teach about occlusion, which could lead to full mouth restoration! ABM: Always Be Marketing!!!
5. Practice and polish your verbal skills. Attend **Dental Boot Kamp** or have a **PRIVATE Dental Boot Kamp Retreat** for a refresher and bring those new team members so everyone will be on the same page.
6. Distinguish between CONDITIONS and TREATMENT in case presentation. Patients respond better when you show them what is happening in their mouth first before you start telling them what the solutions are.
7. Offer 3-4 outside financing options that offer long term payments with little or no interest. Offer patients small monthly payments instead of just quoting the lump sum.
8. Create urgency! Ask patients if they are more concerned with Crisis Prevention or Crisis Management? Help them understand the treatment will cost even more if they wait until a later time. Use a word picture, such as car repairs, to help them understand.
9. Dig into the gold mine of patient records that you have not contacted in a long time. Create an effective chart audit system or call: **The Coaching Center, 877-632-6224**



**Paula Harriss**  
Master Coach/  
Senior Faculty

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Paula Harriss was voted the 1991 Entrepreneur of the year in Knoxville, Tennessee, as owner of two local companies. After selling her businesses, she became treatment coordinator for a six-doctor practice. Joining our Dental Boot Kamp Coaching Team in 2000, she inspires teams with her contagious enthusiasm and commitment to excellence. Additionally, for select practices, she specializes in cross-training a "seamless team" and going "front desk less." Paula has become one of our Lead Faculty in not only our Dental Boot Kamp Level I, Masters Experience as well as various one day seminars across the country. She has expert skills in marketing, collections, financial arrangements and eliminating insurance dependence. A professional organist, Paula lives in Bainbridge, TN with her husband and is the mother of five daughters.