

# IDENTIFY CLIENT NEEDS AND WANTS

## THE ART OF ASKING QUESTIONS

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Keeping in tune with your clients can be a tough task. Fernanda reveals how to effectively connect with each of your clients to discover what your client really wants so they will make the best decisions for their oral health while you predictably enhance case acceptance.

### FOCUS:

Identifying client needs and wants.

### OBJECTIVES

- Learn how to ask effective open-ended questions that help you discover, clarify and meet client values, needs and expectations
- Master the principles rather than memorizing scripts
- Adapt your communication style to positively connect with each client
- Overcome the reasons why clients say, “No”
- Cater to the unique needs and expectations of cosmetic and comprehensive clients

*~YOUR CLIENTS ONLY BUY  
WHAT THEY WANT ~*

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