

# NEW PATIENTS:

## HOW DO THEY *REALLY* JUDGE YOUR PRACTICE?

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Perception is everything – what are your client's expectations? Fernanda imparts procedures and techniques that help guarantee a memorable impression of your practice from the client's initial phone call, to the check out and beyond. Using well thought out protocols ensures a smooth transition from new patient to a loyal client who refers others.

### FOCUS:

How to convey confidence and warmth at the same time.

### OBJECTIVES

- Identify ways to promote the image you want through your surroundings and your team
- Make a favorable impression with each client contact - in person, on the phone or through the written word
- Reveal how to build productive relationships that take success to the next level
- Learn how to discover your client's values, needs, wants and goals Develop rapport and trust to ultimately boost case acceptance

*~ Ensure a powerful introduction  
to your practice ~*

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TO INVIGORATE  
YOUR NEXT MEETING!***

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