



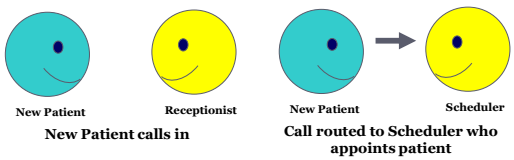
MGE Power Client Livestream!
 MGE management experts
 With Sabri & Jeff Blumberg

**Sales Technology:
 Putting it All Together!**

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The Sales Line
New Patient

Step 1 **Step 2**



New Patient Receptionist New Patient Scheduler
 New Patient calls in Call routed to Scheduler who appoints patient

Step 3 **Step 4**

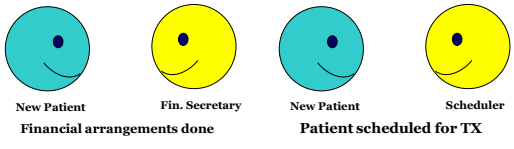


New Patient Doctor New Patient Doctor
 Initial Exam and TXP worked up Treatment plan presented and accepted

2

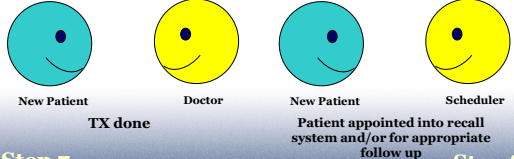
The Sales Line
New Patient

Step 5 **Step 6**



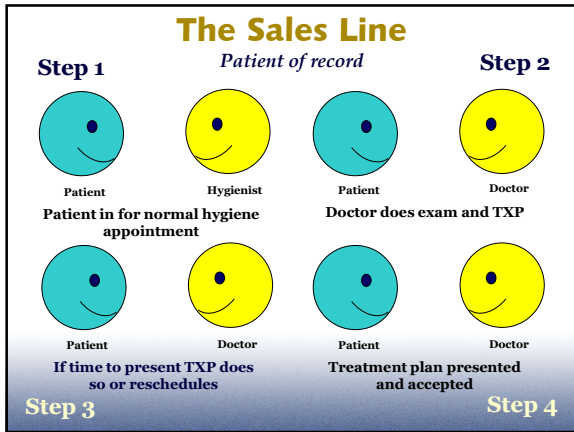
New Patient Fin. Secretary New Patient Scheduler
 Financial arrangements done Patient scheduled for TX

Step 7 **Step 8**

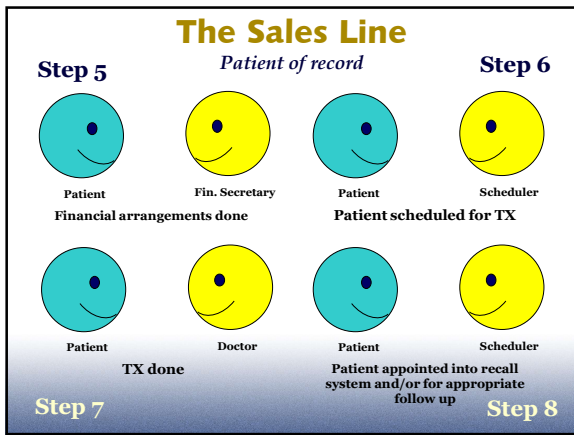


New Patient Doctor New Patient Scheduler
 TX done Patient appointed into recall system and/or for appropriate follow up

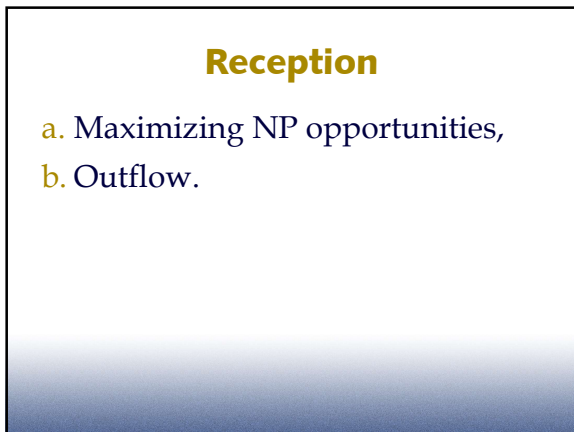
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Scheduling

- a. NP & Patient of record conversion,
- b. Schedule: balance of sales and production,
- c. Not scheduled too tight or too far out.

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Scheduling

- d. Scheduling consults,
- e. Same day starts - not messing up the schedule!

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Hygienist (NPs & Recall)

- a. Not helping on Sales Line
- b. Not charging for procedures,
- c. Lack of education,
- d. Not using consult appointments.

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Hygienist (NPs & Recall)

- e. Not using all their skills,
- f. Lack of assistance on ensuring exam done.

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Exam & TXP

- a. Poor handoff between doctor and hygienist (if applicable).
- b. Communication: too little or too much.
- c. "Big" words,
- d. Starting a sale you have no time to finish,

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Exam & TXP

- e. Ignoring "qualify" step (willingness & decision makers).

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Treatment Presentation

- a. Lack of preparation,
- b. Basic communication errors,
- c. Poor use of Sales tools:
 - Tone Scale,
 - Scale of Selling,
 - Four Steps of Selling

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Treatment Presentation

- d. Not discussing fees,
- e. TX Coordinator, handoff issues,
- f. Unworkable or poorly trained TX Coord,
- g. Not being responsible for “the Close.”
- h. Scheduling: unawareness and lack of attention.

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Financial Arrangements

- a. Again, TX Coordinator, handoff issues or poorly trained, or ineffective.
- b. Handing off to incorrect post.
- c. Lack of understanding of post basics:
 - Insurances,
 - Finances,
 - 3P financing,

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Financial Arrangements

- d. Poor or no follow up,
- e. Ensuring patient brought back,
- f. Not bringing Doctor back in if needed,
- g. Schedule related errors,
- h. Lack of prediction for post product,
- i. Absence of "Dummy Delivery."

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Scheduling

- a. Scheduling errors: too far off, not in correct place, etc.
- b. Keeping patients on correct line,
- c. Follow-up issues,
- d. When TX completed, not back on recall schedule,

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Management

- a. Statistics/Metrics to track performance of each point,
- b. No management - everyone "stuck in."
- c. Bottlenecks,
- d. No enough people coming in on line,

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Management

- e. Inconsistent outflow,
- f. Ineffective internal and external marketing (or inadequate)
- g. Bottlenecks,
- h. Ineffective team members on line,
- i. Correction only when a disaster,

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Management

- j. Investigating only when things not doing well.
- k. Lack of policy and protocols,
- l. Lack of training and drilling on the Sales Line,
- m. Incomplete (or no) Morning Production Meeting.

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Management

- n. Team communication issues,
- o. No one running it.

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