



Practice Perfection

Educational Series

WORKBOOK



The Art of
First Impressions

Becoming a Master Telephone Communicator Instructional Series
Step-by-Step MP3 Companion Workbook

How to use this Workbook

This Workbook forms an integral part of the **The Art of First Impressions (TAFI®)** Service. We like to say it's how to ensure **TAFI®** 'sticks.'

The other components are:

- **2 hours of downloadable content comprising Phase I of the training.** While it is ideal to be somewhere you can both listen to the content and use this Workbook, if you are, for instance, listening while driving, no problem! Simply refer to your Workbook at another time.
- **Access to www.PracticePerfection.com:** from there you can download call evaluation checklists, access the Communication Matters podcast, subscribe to the **TAFI®** blog, and more.

Custom Coaching is also available from:

- **AIM Dental Marketing**
800-723-6523 Info@AIMDentalMarketing.com

Setting your stage for success

To help ensure your office environment and equipment are poised for success, we offer the Equipment and Practice Success Checklist. Simply access

www.PracticePerfection.com then click on the **TAFI®** link and download the Checklist. Among the items in the Checklist are specifications on:

- **Telephone Equipment**
- **Headsets**
- **Control of Environment**
- **Outgoing Message**
- **On Hold Message**
- **And more!**

The Components of Effective Communication*

The components of, and how much they contribute to, effective communication are:

COMPONENT	CONTRIBUTION
Visual (<i>not available on the telephone!</i>)	55%
Vocal	38%
Verbal	7%
TOTAL	100%

Visual — the expression and movement of the face and body, especially the eyes and hands (aka ‘body language’)

Vocal — the tone, resonance and inflection of the voice

Verbal — the actual words chosen and spoken

WHAT WE LEARN:

- *Effective telephone communication means ‘bridging the visual gap!’*
- *Make scenarios predictable i.e. learn and practice communicating your policies to callers.*

EXERCISE:

Perform a telephone call role play with your fellow Team Members, then evaluate one another on how effectively you used your choice of words, and the tone, resonance, and inflection of your voice to “bridge the visual gap.”

EXERCISE:

Perform a telephone call role play with your fellow Team Members explaining your appointment cancellation and rescheduling, and payment policies.

Definitions for Building Blocks of Effective Communication

Rapport Relation to another marked by harmony, conformity, accord or affinity

+ Empathy Understanding others' feelings 'to walk in another's moccasins'

+ Enthusiasm Strong excitement of feeling

= Agreement From, And Connection With, The Caller!

WHAT WE LEARN:

- **YES WE CAN!** *'No one buys anything without an exchange of enthusiasm'*
- *People don't care how much you know until they know how much you care!*

EXERCISE:

Perform a telephone call role play with your fellow Team Members demonstrating the use of Rapport, Empathy, and Enthusiasm in connecting with the caller

Keys To Effective Communication

- *Avoid 'the self-fulfilling prophecy trap'*
- *Avoid negatively charged words*

Blatchford Power Questions

1. How can I help you? Tell me more...
2. How long have you been thinking about this?
3. How has this affected you?
4. What have you done about it before?
5. How has that worked?
6. How would this help you?
7. What is your budget?
8. How would you like to proceed?

The 'Sales Trinity'

- **What** You Ask
- **How** You Ask
- **When** You Ask

WHAT WE LEARN:

- **ACTIVELY** listen, then sell, then qualify

EXERCISE:

Perform a telephone call role play with your fellow Team Members following which you evaluate each other's deftness at gaining control of the call (without offending the caller) by asking questions.

Call Evaluation Exercises

There are 13 Sample Calls presented on MP3 #2. To derive maximum benefit, be sure to evaluate each Call yourself, or with your Team, before referring to Bill's and Danny's evaluation.

To help get you started, Bill and Danny have verbally evaluated the first Call. Their other evaluations are printed on the following pages of this Workbook.

REMEMBER: evaluating the calls yourself and with your fellow Team Members before consulting Bill and Danny's evaluations is the best way to 'ensure TAFI® sticks.'

Good Luck & Have Fun Out There!

A handwritten signature in dark blue ink that reads "Daniel Bobrow". The script is fluid and cursive, with the first letter of each word being capitalized and prominent.

Daniel Bobrow

SAMPLE CALL #1

Calling for a Friend

COMPONENT	GRADE
Response Time	B*
Greeting/Introduction	A
Rapport	B
Empathy	B
Enthusiasm	A
Control	C
OVERALL GRADE	B

**2 Rings*

THINGS TO NOTE:

- *Tried to help caller*
- *Did not get name of caller or request contact info for friend (until later)*
- *Use “certificate” or “invitation” instead of ‘coupon’*

SAMPLE CALL #2

Rapport

COMPONENT	GRADE
Response Time	A*
Greeting/Introduction	B
Rapport	B
Empathy	B
Enthusiasm	B
Questioning	B
Directions	A
Control	B
OVERALL GRADE	B+

**1 Ring*

THINGS TO NOTE:

- *Asked how long since seen dentist*
- *Articulate, easy to understand*
- *Gained control of call*
- *No reason to ask when last saw dentist*
- *Should set appointment for 7:45 instead of "8:00 and arrive early"*
- *Also 'connected' emotionally at end of call*

SAMPLE CALL #3

Empathy

COMPONENT	GRADE
Response Time	A*
Greeting/Introduction	A
Rapport	C
Empathy	C
Enthusiasm	C
Directions (this time)	A
Listening	D
OVERALL GRADE	C+

**1 Ring*

THINGS TO NOTE:

- *Call Handler let Caller take full responsibility for error*
- *Call Handler did not listen to nor express empathy for the obvious discomfort of the caller — missed an opportunity to make a friend*

SAMPLE CALL #4

Enthusiasm

COMPONENT	GRADE
Response Time	A*
Greeting/Introduction	A
Rapport	C
Empathy	C
Enthusiasm	C
Questioning	C
Simplicity of Offer	A
Control	B
OVERALL GRADE	B

*1 Ring

THINGS TO NOTE:

- *Did not get name until end*
- *Questions of a 'data collection' nature only*
- *Elaborated unnecessarily on possible 'complications' of cleaning*
- *Nothing shared about practice benefits*
- *Good Vocalization (tone, resonance, inflection)*

SAMPLE CALL #5

Outgoing Message

COMPONENT	GRADE
Response Time	A
Rapport	C-
Empathy	D
Enthusiasm	D
OVERALL GRADE	D

THINGS TO NOTE:

- *General tone and content not geared for encouraging prospective patients to leave a message*
- *No mention of practice tagline or benefits*
- *No expression of enthusiasm at opportunity of meeting/helping the Caller*

SAMPLE CALL #6

Use of On-Hold Message

COMPONENT	GRADE
Greeting/Introduction	D
Rapport	D
Empathy	C-
Enthusiasm	D
Quality of Messge/Use of OHM	D
Questioning	C-
Awareness of Services	B-
Listening	C
OVERALL GRADE	D+

THINGS TO NOTE:

- *Call Handler's attitude more akin to that of an interrogator than practice representative*
- *While the practice is credited with having an OHM, the quality is low, and needs to be updated and monitored regularly*
- *Used negatively charged words*
- *Call Handler did attempt to assist Caller*
- *Deft use of Spanish to connect with Caller*

SAMPLE CALL #7

Asking for the Appointment

COMPONENT	GRADE
Response Time	C*
Greeting/Introduction	A
Rapport	C-
Empathy	C-
Enthusiasm	C
Questioning	D-
Control	D-
OVERALL GRADE	D

**3 Rings*

THINGS TO NOTE:

- *We are out of network*
- *Notwithstanding Caller had an accent, no attempt was made to connect with Caller*

SAMPLE CALL #8

Call Control

COMPONENT	GRADE
Response Time	C*
Greeting/Introduction	B
Rapport	D
Empathy	D
Enthusiasm	D
Questioning	D
Control	D
OVERALL GRADE	D+

**3 Rings*

THINGS TO NOTE:

- *Muffled, inarticulate*
- *Call Handler lacks enthusiasm*
- *Call Handler did not ask Caller's name or confirm reason for Call*

SAMPLE CALL #9

Failure to 'Bond'

COMPONENT	GRADE
Response Time	A*
Greeting/Introduction	A
Rapport	C
Empathy	C
Enthusiasm	C+
Questioning	D-
OHM (no on-hold message)	F
Control	D
OVERALL GRADE	D

*1 Ring

THINGS TO NOTE:

- *Call Handler was flustered by being asked to quote a big procedure, and assumed Caller was looking for lowest price — consequently, she lost control and never regained it*
- *Had she followed the steps of establishing rapport, conveying empathy, exuding enthusiasm and asking questions, she'd have been in a position to learn more about the Caller's needs and offer a no or low cost consultation to permit the dentist to advise whether bonding is, in fact, the best solution for this Caller, and how price is but one important factor to consider*
- *Absence of an on-hold message only exacerbated situation*

SAMPLE CALL #10

Reappoint

COMPONENT	GRADE
Greeting/Introduction	A
Rapport	C-
Empathy	C-
Enthusiasm	B-
Control	B+
OVERALL GRADE	B-

THINGS TO NOTE:

- *Call Handler did an admirable job of enforcing practice's rescheduling policy*
- *Lack of empathy and rapport might have led to a less desirable outcome — may not have because Caller was not the one paying for the Appointment*

SAMPLE CALL #11

My Way Or Highway

COMPONENT	GRADE
Response Time	A*
Greeting/Introduction	C
Rapport	F
Empathy	F
Enthusiasm	F
Questioning	D
Simplicity of Offer	D
Control	B
OVERALL GRADE	D

**1 Ring*

THINGS TO NOTE:

- *Call Handler seemed irritated by Call (and Caller)*
- *Offer too complicated*

SAMPLE CALL #12

Trust

COMPONENT	GRADE
Response Time	C*
Greeting/Introduction	A
Rapport	D
Empathy	D
Enthusiasm	C
Questioning	D
Listening	D
Control	D-
Knowledge of Treatment	B
OVERALL GRADE	D

**3 Rings*

THINGS TO NOTE:

- *Instead of quoting 'the price,' Call Handler needed to take control of the Call by asking clarifying questions*
- *Caller did not reference Mailer (why tracking is important), nor any Offers*
- *Call Handler did not get Caller's name*
- *Call Handler did not ask questions*

SAMPLE CALL #13

Control of Call

COMPONENT	GRADE
Response Time	A*
Greeting/Introduction	A
Rapport	A
Empathy	A
Enthusiasm	A
Directions	A
Questioning	A
OVERALL GRADE	A!

**1 Ring*

THINGS TO NOTE:

- *Call Handler went the extra mile by explaining how Caller could also use Offer for her husband*
- *Call Handler exuded sincere enthusiasm at prospect of meeting new patient*
- *Call Handler 'made a friend'*
- *Very knowledgeable of practice and website*
- *Summarized benefits and concluded positively*

NOTES

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grateful acknowledgements

The following is a list of, by no means exhaustive, people, references and resources that were indispensable in the creation of this Service:

- **Katherine Eitel** for her insights as an ‘in the trenches’ dental assistant, then world-class trainer and coach
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- **John Pohl** for helping confirm the need
- **Denis Waitley’s** The Psychology of Winning
- **Kenneth Blanchard’s** The One Minute Manager
- **The Center For Conflict Resolution’s** Mediator Training Curriculum
- **The Better Business Bureau’s** Arbitration Training Program
- **Professional Selling Skills II** (formerly Xerox) Consultative Skills Training Program

And of course, our Clients for not shooting the messenger!

success starts here

The Art of First Impressions (TAFI®) is a collaboration between William 'Bill' Blatchford, DDS and Daniel A. 'Danny' Bobrow, MBA.

A former practicing dentist, Bill has, since 1990, coached thousands of practices, including many of the top producing practices in the country, and is an internationally sought-after speaker.

Danny and AIM Dental Marketing have, since 1989, helped thousands of dental practices 'Take AIM' with their marketing, by implementing cost-effective and image-conscious marketing and patient communication strategies.

Bill and Danny have learned that, when a practice implements an effective dentistry marketing plan, getting the phone to ring is a relatively simple matter. It is what happens after the phone rings that is just as important as getting it to ring in the first place. It is the potential for a 'disconnect' at this crucial point in the patient-practice relationship that The Art of First Impressions® was created to address.

Because the keys to effective learning include repetition and coaching, The Art of First Impressions® includes sample call recordings and exercises for you to practice your new found skills, and even a full year of quarterly access to **www.PracticePerfection.com** to increase and reinforce your learning.

Congratulations on your commitment to becoming a
MASTER TELEPHONE COMMUNICATOR!