Braces to Plastic.
How to make your Communication Skills FANTASTIC!
Dr. Willy Dayan and Laura Cafik-Martin

“GOOD COMMUNICATION IS ALWAYS A FACTOR OF GOOD HOSPITALITY.”

Danny Meyer, CEO of Union Square Hospitality Group

✓ DISC: Dominance/ Influence/ Steadiness/ Conscientiousness
✓ Base your consultations around the personality profiles. “Speak their language!”
✓ Get their STORY & dominating buying motive. (DBM)
✓ Take initial pictures, including the “SALES” pictures to unmask irregularities.
✓ Don’t be late for your job interview. (Initial exam is a job interview.)
✓ Overhear psychology. People listen more to what is said about them, then to them.
✓ EDUCATE, don’t Dictate. Getting patients to want what it is we know they need.
✓ Don’t talk your patients OUT of treatment. Problems should be worse than the solution.
✓ “If you have told a child a thousand times and he still does not understand, then it is not the child who is a slow learner.” WALTER BARBEE
✓ Never ask them to do something they haven't asked you for first. Get your patients to ASK.
✓ Believability, Likability, Trust. (BLT)
✓ Practice makes perfect, when patients are in the office, its GAME TIME!

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www.YourOrthoCoach.com