

Follow Through

Follow Through #1

When a doctor says he will send a case, but hasn't yet

1 - Phone call - Hi Mary, this is Scott with Riverside Dental Studio. I'm calling because Dr. Smith promised to send a case and I just wanted to make sure he hasn't forgotten us.

2 - Mail or hand-deliver a note saying the same as above

3 - Personal visit - beg for the case

Follow Through #2

The doctor just sent his first case

1 - Send a short thank-you note

2 - Phone call to Mary. Thank her for the case, ask about when the patient will be coming in to have it seated. Tell her you would like to call after the seating appointment simply to see how it went and if it met expectations.

Make sure with Mary that the seating appointment is at least a day later than the date on the lab slip. Always deliver at least one day before due date.

3 - Phone call to Mary. Ask for another case.

4 - Personal visit - ask for another case

5 - 1st day of new 1st case - check off items

- Impression
- Bite
- Implant parts
- Lab slip
- Due date
- Patient name

- Dr. office - signature
- Shade
- Restorative material

With a new client, get their normal preferences that can be printed out on every case, such as:

Occlusal staining - None | Light | Medium | Dark

Occlusal clearance - In contact | Slightly out | Out cleared

Adjacent contacts - Light | Medium | Heavy | Full area - Point

Any other important information pertaining to his preferences: what to do if there is not enough occlusal clearance, etc...

Follow Through #3

This 1st case from a new client gets printed on a **Bright Yellow Lab Slip**. Every technician knows that case is to be kept ahead of schedule and every step finished to perfection. Any question on this case should be brought directly to you or management immediately.

Follow Through #4

You should deliver the 1st case back to the dental office personally if possible. Wait at the office until you can personally show it to the dentist. Show it off to Mary and any other staff that you can.

Follow Through #5

When office is friendly, but just won't send a case

- A - Communicate to Mary how important this is for you and ask for her help
- B - Offer to present a lunch and learn
- C - Take Dr. to lunch
- D - Stop by randomly and ask for a case
- E - Puth them on a 6 month call-back and move on for now

Follow Through #6

Focus on getting that next case. Make sure you get the 2nd case, then the 3rd and so on. How?

A - Use any excuse to get in the office. Take your post-it and a pen. Hand the office 3 post-it pads and a pen for every person working in the front office.

B - Offer to present a lunch and learn as discussed

C - Invite to your study club (see "Study Club" section)

D - Ask Mary what you need to do to get the next case

E - Take another treat - this time for the whole office

F - Take Dr. to lunch

G - Print off a great magazine article - put it in a folder with your sticker on it

Follow Through #7

The office is sending cases - probably not all of their work yet - but maybe half!

- Visit the office personally at least once a week
- Call Mary at least once a week
- Do the same things listed in Follow Through #6
- After a month, buy the whole office lunch
- **You are in direct competition with whoever had his account before you - and whoever he is trying out now. Your lab has to be better in every way and needs to win this competition**