

## **Lunch & Learn**

This can be highly effective in creating a bond with the whole office. Your goal is to be the lab with the abilities and knowledge and show it off without being a show-off. As long as you are giving the office good content and info, you can present on about anything because your goal is to be the expert and build relationships.

It is the best to have a laptop, projector, and a screen. Build an entertaining, good-looking, informational, simple presentation using powerpoint.

Go through it a couple of times to familiarize yourself with the length of the presentation and the material - photos, questions, etc. Tell the office to buy breakfast or lunch for their staff - unless they are a big, solid account - then you can buy lunch.

It should take less than 10 minutes for you to set up. Be patient while presenting. Don't feel like you need to rush through. Answer all questions - be careful not to treat anyone like they are dumb for asking a question. Be grateful for questions and immediately address a question with "I'm glad you asked that" or "that's a great question". This technique will help them feel valuable and comfortable with you and will keep communication open. There are no dumb or bad questions.

Thank them for the opportunity to do this lunch & learn. Do not go overtime! In face, end 5 - 10 minutes early!

### **Possible Lunch & Learn Subjects**

- 1 - Horizontal Stick Bite - teach why and how
- 2 - Shade Taking - teach why and how
- 3 - Restorative Materials - teach why and how
- 4 - All-on-4 Procedures - teach why and how
- 5 - How the lab makes a crown - simply from start to finish

## 6 - Implant Techniques

- Impression - open or closed
- Custom abutment or stock abutment
- Invisible Implant Abutment
- Natural contour - blanch tissue

## 7 - Communication Best Practices

- Fill out lab slip - due date ahead
- Immediate call or text with any questions

## 8 - How the lab takes extra steps to insure high quality and save the dental office time

- Equilibration - bite check
- Clearance check
- Adjacent contacts, working model, 1st solid, 2nd solid
- Scan for undercuts and margins