

GOLDEN HANDS DENTIST

10 Golden Keys from highly successful dentists to boost your practice



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FOREWORD

This book is a result of 100+ hours of interviews, client conversations, case analysis and research. Truth be told, it started as a personal project of mine for my own growth but after sharing it with 20 dentists, the feedback to make this available to the world was pretty clear. The information offered is meant to help any dentist, **REGARDLESS** of which point of their career they are at. This book is divided into 2 main parts :

1. Part 1 : This part will make sure to build a solid foundation and shed some light on important topics one should understand properly before moving on.
2. Part 2 : This part comprises a series of interview-style teaching where we selected the top 10 advices, which we call the 10 Golden Keys, from the highly successful dentists.

The full names of the characters in the book will remain anonymous because of privacy reasons, but their knowledge however shall remain ageless. Some of them are friends, some my own mentors and some of them dear clients turned friends. I hope this book finds you well and provides you a roadmap to where you want to go.

Goodluck!

I.W.A.R.N.I.N.G !

In this day and age, we love multitasking and skim through everything. Be it on facebook, instagram, youtube, etc. My word of caution is please do NOT do this for this book.

We've tried our absolute best to keep it as a short, educational and entertaining as possible so none of you fall asleep.

So, go through this book in order as every part of it builds upon for the next one so that you eventually see the full picture clearly.

Yes, just like a puzzle.

Are you puzzled enough yet...? Read along.

Best Regards,
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PART 1

First off, i want to introduce you to the 4 stages any successful dentist will go through during his/her career. I've discussed these stages with various dentists who all agree with it.

Stage 1 : The Young Warrior Phase

Stage 2 : The Awareness Phase

Stage 3 : The High performance Phase

Stage 4 : The Heavyweight Phase

Stage 1

In this phase, dentists are young. They graduated out of dentistry school, big smiles and big dreams on their faces, excited to start their journey. But little do they know, that journey will be filled with questions and obstacles no one mentioned in school. This phase however is like a Redbull shot, packed with energy and excitement, and that is their greatest asset. However, they are also naive and lack experience but they compensate with energy, passion and the potential for excellence.

Stage 2

Dentists in this phase have accumulated some experiences. Good and bad. They aren't as naive anymore, they see it for what it is and they feel like they are doing pretty well. They don't sense too much fear anymore, they know what they are doing but also know that they have a lot to learn. However, because they are relatively comfortable, some remain in this phase and just 'carry on' with life.

Stage 3

The high performer dentist is fueled with experience and has been actively educating over the years. They see it clear, you will not get them out of balance. They have sharp routines, systems and management skills set in place for success. They excel at crazy levels compared to the average dentist, and most of them are well known and even feared by the competition. Many think that this is the highest level one can reach as a dentist, the 'end game'.

Stage 4

The heavyweight dentist is rare. He or she is the one you think if you would ask yourself, 'who is THE master'. I've been blessed to encounter 2 in my journey and believe it or not, they know their value for sure, but these are the

most humble people one would ever meet. They embody the saying 'Be silent. Let your actions speak'. They have mastered the 'Golden 6' of dentistry, some even improved it. I know you have absolutely no clue what the Golden 6 are but we'll cover that really soon.

Just to confuse you a little more, out of pure fun really, we'll take a look first at the 4 Lanes you can drive on a dentist's journey. This will be your GPS. No smart phones required.

I was kidding earlier about confusing you, this part is extremely important to read first before you understand the Golden 6. Remember the puzzle? Great.

Resist the urge to jump topics, i believe in you.

The 4 Magic Lanes

Think of a map. Now, if you want to go somewhere, there is always point A, where you start, and point B where you finish. Now there is always roadblocks and obstacles along the way, but these will be addressed later in the book. The 4 Lanes are (a)the partner route (b)the student-mentor route (c)the expert advice route(d)the diy route.

The 4 Lanes of dentistry is my way of explaining that there are lanes you can drive to your dentistry destination, but the fun part is, you can even drive on two or more lanes at the same time, if you get a bigger vehicle. Think of it this way, a car driving might take one lane on the street, but a massive tank will sure take at least 2. So, feel free to be a tank anytime, it is not obligatory, but advised. Let's go ahead and explain each one.

A. The Partner Route

Dr. Eric and Dr. Gustav both graduated from the same dentistry school the same year. They bonded through the years and take with them some great memories. They get each other, they know each other's weakness and strength, they are great friends. The partner route is the route one takes together with a friend in a similar situation,

sharing the same passion and goals. They help each other, they push each other and they are not afraid to tell each other frankly if one thinks the other one isn't doing the right thing. This route is very helpful because it makes a young dentist feel that he/she is not alone and can always discuss an issue, but can be applied in any career point.

B. The Student-Mentor Route

This route is a very special one. It's a beautiful exchange of energy that happens both on a professional and personal level. As the saying goes, 'One child, one teacher, one book, one pen can change the world'.

This is where a more experienced dentist can guide a younger inexperienced one who has the will to learn, adapt and work hard for it. The mentor is also picture of what success looks like, someone who achieved it. As Napoleon Hill said, 'Whatever the mind can conceive, the mind achieves'. I advise always having a mentor until you reach to the level where you can compete with your mentor. That is when it's time to move on and seek a new mentor to help you in your growth. But a true mentor is always growing and expanding his/her own visions, you shouldn't be able to catch up.

C. The Expert Advice Route

This is where a dentist seeks out external help to help her in her business. The field of dentistry as you probably already know it, is both medical and business related.

Find it hard to keep track of your incomes and expenses?

Seek out an electronic ledger system to help you with it.

Dental consultants also fall in this category. They might not know about the medical part of your field but they understand how a business functions, how to optimise performance and structure and they also have seen how successful dentists run their business. I myself coach dentists on the business aspect of dentistry and advise how to increase profits.

My company also offers digital marketing specialized for dentists to get you more patients. We provide minimum of 30 new patients that need the most expensive treatments, dental implants for example.

Experts are great at what they do to help you be great at what you do. You will read later in the book about the importance of a great team so that you can focus on what you as a dentist do best :

TO CREATE BEAUTIFUL SMILES

D. The DIY route (do it yourself)

This is for the confident ones. Irrespective of where they are in their careers, many dentists believe they can do it

all themselves. This is a trait of a high performer, someone who is confident about bettering him/herself and requires very little help. My take on this is that it's an amazing quality to have because it will give you the confidence that you can help yourself no matter what. Too many people seek other people to save them during bad times, when sometimes, they could help themselves. They never gain self-confidence and always rely on external help to move on.

The only downfall of this is that no man should do everything. Notice how i said SHOULD instead of CAN. I am sure anyone can do anything but we all have 24hrs in a day with a limited mental capacity. Can we all remember 20 important phone numbers? I believe we can. Should we though in this day and age where your phone can store thousands of phone numbers?

Seek help if it will make you go faster, save time and save mental space. Be efficient.

These 4 lanes, as mentioned earlier, can be used at the same time. For example, one can have a partner who one works with and also a mentor supervising. The bottom line is, the more lanes you can take up, the faster and better you will get.

'Speed Limit : None'



The Golden 6

The Golden 6 are the big areas that a dentist needs to have in mind throughout the journey. The goal should be mastering all of them. They are :

1. Visions and mindsets
2. People skills and team management
3. Future planning
4. Marketing
5. Load management
6. Innovation

I will keep this area short because all of those areas will be explained in the interview section with highly successful dentists, but it's good to know them in a bigger picture manner. We'll dive deeper later.

This concludes Part 1 of this book.

PART 2 : 10 Golden Keys from highly successful dentists

In this part of the book, you'll read about 10 of the best advices i collected in my journey from working with and interviewing dentists. Some are them are friends, 2 of them my own mentors and some people i worked with. I like to refer them as the 10 golden keys that open the safe. Now you might not need all of them depending on where you are in your career but feel free to use any you find suitable for your current position.

Let's get to the juicy part!

Golden Key 1

Dr. Ryman - The Mind Warrior

Dr. Ryman was the kind of dentist who was a mixed of an army sergeant and a buddhist monk. He practices mastering his mind and visions and believes mindsets are as important as hard work.

Interview

Dr. Norman :

‘ So, Dr. Ryman, what do you feel is essential for a Dentist's growth? ‘

Dr. Ryman :

‘You probably already know the answer because i repeat that so much’ he laughs saying.

‘Mindsets Norman. If you see it clear in your mind, it’s just a matter of time until you achieve it... You see life is never the way we plan it or we want it to be. There will always be obstacles that block us in achieving what we initially set out to achieve. What keeps you going then? It’s how you think about it. The stronger your mindsets are, the more unbreakable you will be... and no one starts with absolute power trust me. You just get stronger along the way IF you think about it the right way. For example if your dental practice isn’t doing as well as you want to right now and you have this great idea on how to expand it, all listed in 5 steps. What are you gonna do if step 3 fails? You stop? Or change the whole idea? Well people who don’t believe in the idea will do that. I suggest finding out why step 3 didn’t work. Maybe you didn’t work at it properly, maybe you didn’t expect some obstacles. Figure it out, don’t just change the whole system. I think another point i want to mention also is that your team’s mindset needs to be sharp as well. That’s why i hired you to coach Lisa when she was having issues about being scared to offer patients the more expensive package that they actually needed. I strongly believe whatever fear that people have inside

them, it almost always comes out in one way or another. Handle your mind and the rest will be easier.

Sometimes in life, we are faced with situations that are so uncertain and no one can guarantee anything about it.

What keeps one going though? A belief that it will happen if one sticks to it. Now it might fail, but you would have never known if you didn't complete it.

Dr. Norman :

'Can you tell us some important mindsets a dentist should have?

Dr. Ryman :

'Well... let's see. The biggest ones would be,

I will keep learning and expand my abilities to make the best work i possibly can for my patients.

My team and i will work together, i will regularly check up to see if everyone is working smoothly with each other and try my best to solve any clash.

I will help any patient as much as i can today even if it feels hard.

I will prepare and plan for the success of my team and i.

That's it from me, i think i already spoke too much.' he giggles.

end of conversation

Golden Key 2



Dr. Conor - The Showman

Dr. Conor is the type of dentist who is always well dressed, always sharp. His signature style move is the scarf, he says. However as highly successful as he looks and is, his dental facility also reflects that vibe of professionalism and style. He explains that he does this because he thinks that the way he presents himself is a direct extension of the professional inside him. ‘You can’t be successful looking like a mess right’ he always jokes about. Let’s read what he can advise.

Interview

Dr. Norman :

‘Good to hear from you today Dr. Conor. So, what is one advice you’d give dentists? ‘

Dr. Conor :

‘Well Norman... i have a lot of dentist friends and i’ve visited many dental offices throughout my career so far. The one thing i commonly see is that many of them don’t understand the importance of decorating the environment properly. I have this one friend, he is the best in implants and even does coaching and lectures. But if you went to his office before, you wouldn’t have a freaking clue! There

were no certificates on the wall, no pictures, nothing. I spoke to him after that and thank god that is fixed now. You see it's not only about how great you are as a dentist, it's about the whole experience when a patient comes in. What does the patient see? How does it smell? Does he or she feel comfortable? Or just want to get it done and run the hell away? It's simple... even your goddamn car is speaking to your patients. Is it unwashed? Parked in a weird way? Before the patient even comes in, you might have lost a little trust. Not cool. Not cool at all. So, my advice is, you don't need to exaggerate and get OCD-like, no... that's not my point... but at least make it look welcoming. Anesthesia can't help you take care of this pain! ' he laughs.

end of conversation

Golden Key 3

Dr. Rachel - The Team Leader

Dr. Rachel is the type of woman who makes everyone who knows her wonder 'how the hell does she do it all'. A wife, mother of 2 boys, martial arts trainer and obviously a dentist with her own dental practice as well. She is the master of management. A simple chat with her staff and you'll quickly understand that they WANT to be there. She

treats everyone with the uttermost respect and put each player in his/her best position to perform.

Interview

Dr. Norman :

‘So Rachel, tell me, what makes a great dental practice? ‘

Dr. Rachel :

She giggles... ‘ Hey Norman! Well, that’s a big question! I’ll try my best to answer it and tell you what i personally think makes my team work great together. You probably don’t know that but early on in my career, it wasn’t always easy... I was used mostly to working alone and handling my stuff but soon enough i realised the importance of managing and having a solid team. Basically, without a solid team, i think any dentist is bound to fail... either by being overstressed or overworked. Your team will get you to your target... faster and more efficiently... that is if you do it the right way. If you think of it, your team’s job is to allow you to do more of what you are meant to do, that is, taking care of those shiny whites! I structured my team in a way that everyone is an expert in his/her field. I feel this empowers people and make them feel confident and in control of their ‘department’ so to say. Also, most people in my team are skilled in multiple areas. This prevents chaos if 1 team member is sick or is busy. Someone else is always there to take over temporarily. I know you like

music and you were in a band before right? Well i always thought of a team like a band. There is the guitarist, the singer, the bass player and the crazy drummer.’ she laughs. ‘So everyone is playing their part and the result is beautiful music that people can enjoy. The drummer isn’t worrying about the bass player because he is focussed on his part and trusts the bass player. So in the end, everything mixes up nicely. If the guitarist or singer is off, well... the whole music sounds sketchy right. I do my best to make sure each team member knows exactly what they have to do everyday so we all can work properly! That’s the best way i can explain it, i hope that helps.’ **end of conversation**

Golden Key 4

Dr. Henrik - The Master Of All Trades

Dr.Henrik was always deeply involved in dentistry since he was a child. Born in a middle class family, he spent hours after school at his uncle’s dental clinic. He was always fascinated by the idea of a dentist taking the pain away from a patient and doing so with one’s two hands. He would stare long hours at teeth models and ask various questions that his mind wondered about. After graduating dental school, he began studying everything he could get his hands on. ‘It was never enough’ he would say. His goal was to master all the disciplines of dentistry as well as he

possibly could. Endo, ortho, restorative, implants, perio, TMD, prosthetics, surgery... he mastered it all.

Interview

Dr. Norman :

‘ Hello Dr. Henrik! So, what can be a dentist’s greatest asset? ‘

Dr. Henrik :

‘Hey Norman, well that’s an interesting one. In my humble opinion, i can’t say about the greatest asset but it’s surely a big one... i mean... i think a dentist’s skill is something that you nearly never finish upgrading. I always wanted to master it all, so i always went to courses as much as i could, took boot camps and workshops to better my skills. You see, i realised this a little later, not only you can do great work but it also makes you efficient. First of all you have to decide that you want to give your absolute best to each patient. Investing in your own education will help you with that. I’ve seen many dentists through the years who think they know it all and stopped learning. A dentist, you will never finish learning, never. And that’s a good thing right? Else you’ll get bored. So even though am a dentist, i actually still am a student. Right now, am learning the small details of the dental aspect of sleep disorders, it’s amazing! Early on in my career, i obviously couldn’t handle every issue a patient had, so i couldn’t properly

plan a treatment. Later on when i could handle pretty much anything, things became easier to plan. I could adjust and customise a patient's plan according to the length of the procedures, their budget, questions they might have and in how long are they wishing to get the issue fixed. It's common knowledge that you can't have a patient numbed bilaterally, but i've read that it is possible once. I tried it and i've been doing it everyday since then. A dentist who can combine 4,5,6 procedure in a 1 patient sitting will be always the most efficient one. The reality is, many can't.' **end of conversation**

Golden Key 5

Dr. Samantha - The Future Predictor

When Dr. Samantha started out as a dentist, she always envisioned the idea of her expanding some day. She knew it would eventually happen, it was just a question of when. She describes that one saturday, she sat down in her office and started writing down and drawing pictures of how her dental facility would eventually look. She was full of ideas but the more she wrote, the more excited she felt. From that day on, every single decision she made regarding her dental practice was geared towards achieving that end picture she always had in mind.

Interview

Dr. Norman :

‘Hey Dr.Samantha! What would you say to a dentist who eventually wants to expand?’

Dr. Samantha :

‘Hey Norman! Oh yes, my favourite topic. You know, i’ve had many dentist friends lose so much time and momentum over the years because they had to move to a bigger place when the time came and had to start all over again. It’s really a pain in the ass if you think of it. Well my plan was different, i always knew i would expand one day so i chose my location in such a way that i could expand later when it came to it. My advice is always : build it in such a way with your end picture in mind. And please don’t rent it for too long... that just puts you in a lower position of control.

Well some might think it would cost a lot and i get that. I’ve been there too... but have you heard of the saying ‘two hands makes a lift lighter?’ So find a associate and share the expenses and management. You see if you have more than 1 dentist working, everything else will be cheaper. Those expensive technology devices like Cone Beam CT for example, when more than 1 dentist is using it, the overall cost per use is greatly reduced. And ofcourse more

dentists will mean that you need more patients, but that's why we hired you for our marketing right.' she giggles. 'It shouldn't be something that stops you from growing! So my big message is, Build it with the future in mind. Hope that helps!'

end of conversation

Golden key 6

Dr. Stefan - The Iron Man

Dr. Stefan is an interesting person to talk to. He always jokes about how his fellow colleagues are always asking him, 'Stef, you are never stressed! How do you do it'. And he would always reply, 'Systems! They absorb your stress!'. I call him the Iron Man because he understood the principle of using the power of setting systems in place to make everything flow properly.

Interview

Dr. Norman :

'Hey Stef! Am curious about what you have to say about systems.'

Dr. Stefan :

'Oh boy... well they save lives!' he laughs. 'Systems allow you to function efficiently without having to re plan and re

discuss the same thing over and over again. I learnt that from my father who was in the army, they use a lot of strategic systems in such an environment. Everything has to be clear and sharp, coded names, allowing for minimal errors. So i applied that same concept in my dental practice. There are 2 phases in building a proper system. The first phase is naming your system. For example, let's take one of my favourite one, The New Patient Experience. So the name of the system reflects clearly what it should be about. That's phase 1 and it's easy. Phase 2 is write a list, and this is very important, in an EXACT ORDER of what happens in this system. So, step 1, patient has a booked time, comes in on time, welcomed by Amanda our secretary. Step 2. Amanda will give her a form to fill. Step 3 She is greeted by Linda our Tour Specialist.... And so on and so forth. So you see, everything is planned, like a movie almost. Each of my team member know exactly what do and in which specific steps. No distractions, no mess. So when i say deploy NPE, which stands for the new patient experience, everyone knows exactly what to do. You can adjust and calibrate your system with time. Other examples of systems that i found useful are : the emergency patient, the craniomandibular orthopedic workup, the smile and cosmetic check up and appointment, Dental implants and Cone beam CT scan follow-up, Invisalign exam and

appointment, the full mouth reconstruction exam and appointment, etc. Do you know exactly what happens when you get one of the above? How about your staff? Do they know? Get creative with it, anyone can build a system. So if dentists want to lower stress, that's my advice.' **end of conversation**

Golden key 7

Dr. Norton - The Marketing Alchemist

While most non-young generation dentist have an odd feeling about technology and advances, Dr. Norton loves every bit of it. You simply feel how amazed he is by technology after 5 minutes of talking to the guy. It can be hard to keep up with technology, it never stops, a new cool feature is added everyday and they need you to press that update button. Yes i am looking at you Microsoft. Dr. Norton understood though that it was impossible for him to master every technology bit out there, quite frankly if he could, he would only focus on his dentistry skills. But 'if you want to make a leap of growth, you gotta adapt' he says. He admits that he doesn't understand the complexity behind every technological tool but he does respect its power.

Dr. Norman :

‘Dr. Norton, how’s it going! So, in your opinion, what would help dentists nowadays? ‘

Dr. Norton :

‘Hey hey Norman. Good to hear from you! Alright, there are 2 things i want to speak about. Technology and Marketing. Technology is the new wave. No one can stop it. We can only apply it to our favour. Now with Facebook, instagram, twitter which i still don’t understand, snapchat, linkedin and all of the rest which i cannot pronounce their names, the potential is much bigger. I still remember when flyers were such a great thing. We would gather around a table with some dentist friends of mine and show each other our flyer design!’ he says laughing loudly ‘Well, flyers aren’t THE thing anymore. Same goes for the patient file system that i use to log in everything. I was one of the first to start using it among my dental peer. Everyone was skeptical about it. They aren’t now, trust me. So my advice is always check up on what technological tool can help you by lightening the load. I think it’s intertwined but marketing is a huge one as well. I always say, it’s like you have a huge piece of gold in your hands, but you are stuck in your apartment. You wouldn’t be able to show or sell it to the world, it’d be a lost opportunity. Digital Marketing nowadays allows you connect with a massive amount of people sometimes with just one click. Okay, i understand

the basics of it but i'm no expert... That's why i hired you to handle my online marketing and quite frankly i wasn't too shocked when you provided me 31 new dental implants patient opportunities the first month. I don't know how you do it but i don't have to.

I am the expert in creating smiles, that's what i do. Your team is the expert in allowing me to create more smiles, and that's what they do. When you told me about quite a chunk of our patients were coming from mobile sources, that was a interesting. I always thought it would mainly come from desktop.

Anyway, the goal of investing in marketing is always invest and receive a return. You can receive in terms of time saving or more profits. Your company does our social media management and posting, so we save time and energy. Plus you guys know better how to make it reach more people. Ofcourse we do provide you some pictures from our dental office so people can feel through those images a little who we are.

The baseline is, when you provided us more patient opportunities, the return on our investment in terms of more profits, is about x3 return. Pretty sweet deal. This is my advice on investing in marketing in a smart way. We've tried newspaper ads and various forms before... i don't recommend them. It's a waste of money. I like your

example of explaining marketing as a machine. You put 1\$ in and you get 3\$ back. It's a no brainer. I hope i tried my best to explain my point of view! ‘

end of conversation

Golden Key 8

Dr. Alexa - The Dentpreneur

Dr. Alexa grew up in a family where medicine was unheard of. Her father was the CEO of a company and her mother had her own small business. Numbers were floating around all day. However Alexa always was interested in Medicine and decided she wanted to be a dentist after she finished high school. ‘Let’s just say my father wasn’t too pleased but he understood.’ she says. Her father always taught her how to take lessons from business and apply them to her life. She still uses them to this day.

Interview

Dr. Norman :

‘ Hello Dr. Alexa! So tell us 1 advice any dentist can use to increase his/her productivity? ‘

Dr. Alexa :

‘Hello there!’ she says with great energy. ‘ 1 advice... let’s see... I would say that every dentist’s team needs someone who understands how to influence people the right way. An easy example i like to give is, if you have the best product ever and you could know for a fact that it would help millions, and you give it to 10 people to go out and sell it, not all of them will bring you the same results. So, what affected this? The product is the same. Humans are the same. Well, it’s the ability to make another person to understand how a product or service can help them. Some are good at it, some are bad. So i advise that every team must have what we call in business, a ‘Closer’. Someone who gets the job done. Someone who is calm, friendly, social, well spoken and knows how to ask questions to understand exactly what a patient needs, how she needs it and when is she looking to take care of it. It sounds easy when i say it but the reality is different as you know well. I still remember when Catharina started to work for us, she was good yes, she had the potential and i could see that. But she needed a bit of training and we thank you for coaching her about that. I think a Closer is crucial, because some percentage of the dentist’s profits depends on that person.

Most dentists think that they should be the one to close patients on treatment plans that they need but i don’t agree with that. A dentist should do what he or she does

best. Take care of those pearly whites and do a great job at it. So i advise any dentist to take a look at their team and they'll just know which one is the potential Closer in it. That person may already be great at it or might need some coaching. Do what it takes but have your Closer prepared and ready. Trust me it will save you a huge tons of headaches and mental energy. That's my take on it! ‘

end of conversation

Golden Key 9



Dr. Hans - Yoda

Dr. Hans has a lifetime of accomplishments to show. These days he enjoys lectures and dental coaching while still working as a Dentist himself. Dr. Yoda, as i commonly call him, is what i call transcending dentistry. Yoda sees what you don't see. It takes him 1 second to see what you take hours, but took him a lifetime to reach to that level. Experience, development, innovations, he's done it all. One would be very fortunate to be under the wings of such Mentorship.

Interview

Dr. Norman :

‘Hey Dr. Yoda, thanks for today. So, i want to ask you, for dentists that are doing pretty well, but are wondering about when they should retire, what can you say about that? ‘

Dr. Hans :

‘ Well Norman. Hope you are doing fine. Everyone thinks of that at some point of their career. I personally found out that when such a thought occurs, it probably means that the person in question isn’t challenged properly anymore. Comfort sets in and one wonders about throwing in the towel. My technique to combat this, and i’ve tested it on myself and close friends, with very satisfying results over and over, is to set the goal higher. Now if you don’t have a specific goal in mind, that’s the first issue. But if you do, well my friend, increase the bar. You’ll be amazed by how much more energy and vitality you’ll be provided just by this simple technique. Oh by the way, are you feeling tired too? Like you lack motivation? Use the exact same technique, lift the bar up. Your goal doesn’t have to be being the first dentist on the moon... even though the idea of it does sound tempting. ‘ he chuckles and continues ‘ But however, set micro goals. How close do you track your day? When you reach at the office, will the day be measurable? If not, then why not? Figure out micro goals, small mini goals that you can monitor everyday, and have a larger, bigger goal. Every mini goals leads eventually to

that larger goal. You know Will Smith right? A bright young man he is. I watched this interview of him where he explains this beautifully. He says that when you set out to build an amazing house, you don't by building an amazing house. You start each day by laying down the perfect brick. One day at a time and give it its time and your amazing house will eventually be ready... and amazing! I think that puts it in great perspective. Also make sure you share your vision with your staff. I've had a dentist ask me once why my staff is so motivated and he is facing issues with his staff because he thinks they are lazy and unorganized. Now i don't know his staff personally, but what i told him is that i don't think that they are lazy... it's a bigger problem than that. I told him about how i conduct morning meetings with my staff everyday to 'speak some vision into them' as i call it. I conduct these meetings to discuss how our day looks like, what we have to accomplish today and if anybody has anything to mention or contribute. A leader has to make the whole team believe in his/her vision. When whole team works together having that vision in mind, nobody thinks that they are just working for themselves anymore. They feel connected by a higher force to achieve that vision. So if dentists aren't having those morning 20 minutes meetings, i advise starting! ' **end of conversation**

Golden Key 10

Dr. Isabelle - The Vacation Experience Master

Dr. Isabelle always had good taste since she was a child. She cheerfully remembers how much she loved to match her clothes when she was a child. ‘Style is a practice you know, unlike fashion that comes and goes. And you have 1 chance for a first impression, so it better be correct.’ she says. Dr. Isabelle implemented the idea of ‘the vacation experience’ in her dental facility. Her goal is to make every patient’s visit as close as possible to a mini vacation.

Dr. Norman :

‘Hey Dr. Isabelle! So let’s talk about the vacation experience! ‘

Dr. Isabelle :

‘Hello there Norman! Sure thing, sure thing, i can do that! ‘
She laughs, self amused. ‘The vacation experience is the term i invented a few years to describe how i want my patients to feel when they come to me. I’ve been totally doing that for many years before i came up with the term

but one day i just said to myself, i have to give it a name. You see in my practice, we have someone designated who we call 'Show Guide' . The show guide in our workplace is Vanessa. I know it, she knows it, everybody knows it. She is also a hygienist but when a new patient comes to our office, that's when Vanessa starts her show! She makes patients feel like they are in a vacation! You want it to look great, be welcomed nicely, smell great, perhaps a nice music in the background. Vanessa will take our new patient on a tour of the area, greet our staff members, show some testimonials-before and after pictures and eventually take the patient in a specific room for a consultation where she takes a relevant history, answers a few questions if she can or notes them down. I know most dentist just do the consultation in the working room but me and various other dentists agree that it's not the best way to do it. Patients are stressed when they know they will soon receive the treatment, they freak out, they forget to mention details, etc. Instead if it's The Guide speaking to that patient, they will be more comfortable and it will be a more productive experience. You see everything builds up the stage for the patient to feel that we genuinely care. And yes, think of adding SPA to your practice as well. Adding this will increase your vacation experience points massively. Patients can go relax and take it easy after a treatment, have a great massage, or

jacuzzi and socialise with one another. Quick Tip : Offer any new patient a free massage as a welcome gift! ‘

end of conversation

CONCLUSIONS

This concludes part 2 of the book. I hope you’ve had a great read and that this book will be of help to you. I recommend you going all over it again to make sure you absorb the most of it. Many have mentioned that some information offered here sometimes might not be relevant to this part of your life so it would be wise to periodically re-read it. 1 year from now? 5 years from now? I’ll let you decide.

‘When the student is ready, the teacher will appear’

Read along for the last chapter of this book on RESOURCES that can be beneficial to your growth.

ABOUT AUTHOR

Aside from being a doctor, Dr. Norman Earally is also the CEO of his own company, Centor Digital. The company specializes in digital Dental Marketing providing a minimum of 30 new patients every month, focussing on high case value patients targeted from Facebook Ads and Instagram Ads. Examples of high case value patients are : Dental implants, Root canals, Veneers, Periodontal Surgery and even Laser Whitening. This makes sure every client gets a high return on investment, to put it simple, you invest 1\$ and get back 3\$.

Dr. Norman pinpoints the fact that he always has a free consultation call with every new client because of the fact that he needs to understand every dentist's unique needs and work with that. Every new client is offered a

14 DAY FREE TRIAL.

He also offers coaching via skype calls to help dentists expand their practice, train their staff to close or optimise their current systems.



RESOURCES

1. Get in touch with Dr. Norman personally at norman@centor-digital.com . He would also love to hear what you think about the book!

Want to book a free consultation call with Dr. Norman? Click the link below.

Free Consultation call link :

<https://www.centor-digital.com/call-booking>

2. Get in touch on Social media

Linkedin : www.linkedin.com/in/dr-norman-earally

Facebook : Centor Digital

Instagram : the_dental_consultant

3. Visit Centor Digital official website

www.centor-digital.com

4. Got questions? Email our staff at contact@centor-digital.com

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