

**Don't you hate it when your patients say they want to wait on the crowns and just do the fillings now?  
Or when they wait on treatment all-together?**



## **Smile Potential Treatment Acceptance Program**

We spend lots of time explaining to our patients about WHAT we want to do to fix their dental problems. Then we explain how we are going to do it. Why don't all of our patients immediately accept treatment. It's because we don't make them WANT it. Patients are not able to decide about treatment from hearing our dental knowledge. And they cannot acquire the dental knowledge to make rational decisions based on what we've told them. Our patients make their decisions about buying...ANYTHING...based on EMOTION. We have to appeal to their emotions to WANT what we know they need. That takes a different approach and a different set of verbal skills. The Smile Potential Treatment Acceptance Program is geared to making sure that the entire team is on the same page with diagnostic criteria and precision in describing problems, consequences of not receiving care and the benefits of receiving that care, not in terms of their teeth, but in the terms of how it will improve their life. This is a multiple-coach, highly interactive program built on a highly effective system, repetition, reinforcement and generous followup support.

**If you are interested,  
call us at Smile Potential at (516)599-0214 or  
write to us at [coaching@smilepotential.com](mailto:coaching@smilepotential.com)**