

pSERVE Methodology: Transform More Lives Through Dentistry

Do you find yourself backed into the ‘single-tooth dentistry’ corner even though you are trained as a full-mouth,

whole-person dentist?

Get your high-level training off the shelf and do more of the dentistry you love! In this fast-moving, practical session, Barb Stackhouse unveils the keys to the pSERVE Methodology: a step-by-step, service-based sales method that helps patients accept the dental care they need.

Participants will discover how to shift their mindsets about sales and learn a simple, authentic method that helps patients move from *maybe* to *YES*. Discover preconceived notions or fears around the sales process. Explore a co-discovery technique which prepares the patient prior to the exam, connects them to their current oral health during the exam, and assists them in envisioning the desired outcome. Understand the importance of ensuring there is a fair exchange of value. Learn a system for benchmarking and measuring progress. Return to the office with a blueprint for guiding patients to “yes” and a renewed enthusiasm for comprehensive dental care.



Don't worry about “sales training” or scripts...
the patients don't know their lines anyway.



LEARNING OBJECTIVES:

- Discover the pSERVE methodology and how to implement this service-based sales system
- Analyze sales-oriented beliefs and learn techniques for setting an authentic, purpose-driven mindset
- Examine a communication and education method for engaging the patient prior to, during and after the exam
- Explore active listening skills for discovering the patient's motivators for desired outcome
- Establish a mindset of confidence and belief in the value of treatment thus leading patients to pay with gratitude
- Receive tools and a system for benchmarking and measuring treatment acceptance
- Find greater career and personal satisfaction through serving patients at a higher level of care

SUGGESTED AUDIENCE: Dentist and Practice Owner

SUGGESTED FORMAT: Full or Partial Day; Lecture, Workshop, Keynote



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