

3 POSITIVE RESPONSE RULE

Read the following examples and decide which dental team member is expressing dental value to the patient.

First example

Example A

Patient: Do you offer Invisalign?

Dental Team Member: Yes.

Example B

Patient: Do you offer Invisalign?

Dental Team Member: Yes! We do a lot of Invisalign. Patients love it because we can **scan digitally without taking messy impressions**, the **trays are removable**, and your **smile can be transformed in about a year**.

When a patient asks about a procedure, respond with 3 positive things about that procedure. Do not give just a yes or no answer. Make sure that your answer satisfies the question, "What's good about it?" Do you see how, by following the 3 Positive Response Rule, you are expressing value to that patient?

Here's another example

Example A

Patient: Do you do teeth whitening?

Dental Team Member: Yes.

Example B

Patient: Do do teeth whitening?

Dental Team Member: Yes! We use a great take home teeth whitening system that is **easy to use**, you can start to **see results in a few days**, and you can **do it all in the comfort of your own home**.

Do you see the difference in the examples? By offering three positive responses, you are leaving your patient with positive feelings about what your practice can do for them. You are planting seeds of value.

One final example

Example A

Patient: Does the doctor do crowns?

Dental Team Member: Yes

Example B

Patient: Does the doctor do crowns?

Dental Team Member: Yes! We have the technology to do same day crowns so you **only have to get numb once**, you can **watch your crown being made** right here in the office, and you can **leave with the final crown** on the day we get started.

Do you see how much BETTER the second responses are in each example? By responding with a 3 Positive Response Rule, you are increasing your practice's value for that patient.

3 POSITIVE RESPONSE RULE ASSIGNMENT

GOAL: To learn how to express value to a patient using the 3 Positive Response Rule

LOGISTICS: Create 3 examples of an team member responding WITHOUT and WITH with the 3 Positive Response Rule. **Also, consider having a 3 Positive Response prepared for inquiries about every type of service your practice offers. This is a great exercise to practice at your morning meeting.**

Example A:
Patient:
Dental Team Member:

Example B:
Patient:
Dental Team Member:

Example A:
Patient:
Dental Team Member:

Example B:
Patient:
Dental Team Member:

Example A:
Patient:
Dental Team Member:

Example B:
Patient:
Dental Team Member:

Date of completion:

Reviewed with doctor/manager:

Initial after satisfactory completion: