

# NEWSFEATURE

## Overcoming objections

**Laura Horton explains** how you can jump over the hurdles to get patients to say yes

It's all going so well, you've discussed four options for treatment, the patient chooses one and the patient you thought was happy with your proposed treatment plan, out of nowhere, starts giving you objections. What do you do? Shy away, go red, cough, discount your price or encourage them to go away and think about it?

### A real skill

Handling objections is never easy and is a real skill. But the longer you do not master the skill the harder it will become. It's a tough one as dentists are in a situation where they are a care provider not a sales person and they most definitely do not want to come across as a sales person.

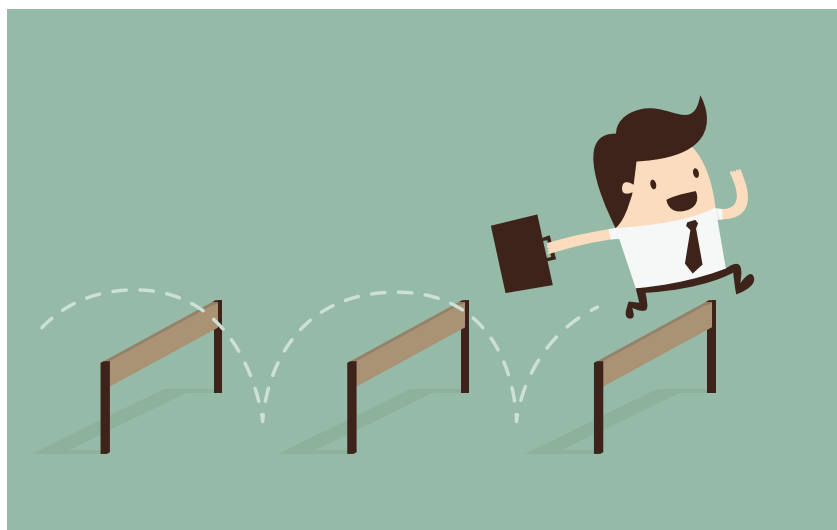
While those with confidence often jump in too quickly with, 'we have 0% finance' (which can often offend) there

is a process that you can follow that will make your life easier. I have a three-step process that is tried and tested as I have used it for many years working as a treatment coordinator in a practice where our fees weren't the cheapest!

These are my three steps for overcoming objections:

1. Clarify
2. Empathise
3. Overcome.

**Clarify** – make sure you have heard the patient



# ORTHO WORLD

FREE  
ATTENDANCE

The UK's major focused GDP orthodontic meeting

#### LOCATION:

RADISSON BLU  
PORTMAN HOTEL,  
LONDON

#### DATE:

SATURDAY  
29 NOVEMBER 2014

#### TIME:

9-5PM

- ✓ Look at the latest innovations in orthodontic technology
- ✓ Experience face to face training opportunities and look into product development
- ✓ Meet a variety of key companies in GDP orthodontic dentistry
- ✓ Enjoy lectures covering legalities and ethics behind
- ✓ Gain 4 hours of free CPD
- ✓ Receive a voucher pack filled with discounts and samples

Organised by:

Independent  
seminars

Presented by:

FMC DENTISTRY'S  
INFORMATION  
CENTRE

To book call 0800 371652  
or visit [www.fmc.co.uk](http://www.fmc.co.uk) for information

correctly, is cost the concern or the potential treatment?

**Empathise** – now you have confirmed their objection, tell the patient you understand how they feel. Next, tell them that you do have solutions and ask them if they would like to know them? This way you are not jumping in and bombarding them – you are obtaining permission to talk.

**Overcome** – if the patient has said yes to the second stage they have given you permission to talk and you can go through the solutions with them.

Objection handling is important but you also do not want it to look like you have been on a sales course. If you still find the conversation awkward, use it to your advantage as the patient will see you don't possess the gift of the gab!


If the patient does not convert then you need to put them in a follow up system.

### Follow up

Many people suffer with FOFU – fear of follow up. I don't blame them. I used to hate being given a pile of patient notes with outstanding treatment and have to call them out of the blue!

Follow up really does work and I assure you that the fortune is in the follow up, however, it must be done correctly. Here are two of my many tips.

When you put a patient in a follow up system you must arrange a mutually convenient time to call them. If you do not have a treatment coordinator (as a dentist you do not want to do the follow up call) then the person in the team with the best relationship has to call the patient.

You must not call a patient if you do not have a relationship with them. It really does not work, I see companies offering this type of service and I do not agree with it from the relationship aspect through to data protection and patient confidentiality. 

**HORTON  
CONSULTING**

TO FIND OUT MORE about  
Laura you can visit her website  
[www.horton-consulting.com](http://www.horton-consulting.com), call her on 01279 882720, or  
email her at [laura@horton-consulting.com](mailto:laura@horton-consulting.com).



Laura Horton has worked in dentistry for more than 16 years and has an unrivalled passion and enthusiasm for treatment coordination, business and team development. In 2008 Laura left her full-time practice management role. Ever since, with her years of experience and vast amount of knowledge, Laura has been working with dental practices to help practices successfully reach its true potential.



**MORE AT DENTISTRY.CO.UK**  
[dentistry.co.uk/news](http://dentistry.co.uk/news)