



FRONT OFFICE TEAM TRAINING MASTERY

ALEX NOTTINGHAM JD MBA

Founder and CEO

All-Star Dental Academy



ABOUT THE AUTHOR

ALEX NOTTINGHAM, J.D., M.B.A

Alex is an international speaker, attorney, best selling author, and former Tony Robbins top business coach who has worked with businesses from 1 million to 100 million dollars in annual revenue. Alex personally speaks with thousands of dentists each year and he has made it his mission to help dentists create personal wealth and make a positive impact on the people around them.

Copyright © 2020-2023 by All-Star Dental Academy, LLC.

Creative Commons Attribution-NonCommercial-NoDerivs 3.0 Unported License

We encourage you to share this publication with all interested parties. The content within may be excerpted and/or reproduced for non-commercial projects as long as you attribute the content to All-Star Dental Academy and link to our website



ABOUT ALL-STAR DENTAL ACADEMY

ONLINE DENTAL TEAM TRAINING & VIRTUAL COACHING

All-Star Dental Academy provides online, systematic practice management training and coaching, created exclusively for dental practices. Our training helps you improve practice profitability and work/life satisfaction with proprietary and proven training systems.

Our training programs help you with:

- Improving your practice's call conversion rate and appointment scheduling
- Increasing show-up rate by reducing or eliminating broken and cancelled appointments
- Improving case acceptance by taking customer service to the next level (Think Bloomingdale's meets Ritz-Carlton in dentistry).
- All-Star training is available 24/7 so you can train when you want to, and results are guaranteed!



INTRODUCTION

WHY TEAM TRAINING **MASTERY** IS SO IMPORTANT

Most businesses, especially small and medium enterprises (including private dental practices) are still feeling the effects of the chaos from the last couple of years. Put simply, we're on the way back to normalcy, but it will be a fairly long road.

Facing such circumstances, most businesses focus on survival and reduce funding to anything that seems non-essential. Marketing and employee training are often the first two things that get cut during economic downturns.

While the basic premise behind "tightening your finances" is correct, deciding what gets cut is where most businesses get it *wrong*.

Employee training is one of those areas that can directly impact the bottom line yet businesses often minimize it during hard times – not realizing that they are putting their business at a clear disadvantage to competitors that continue making training a priority.

Read on to take a closer look at how a continued focus on employee training will impact your practice and at the core benefits of training that arise even during challenging times.



IMPROVED STAFF EFFICIENCY & PRODUCTIVITY

Every dental practice owner wants team members who function at the peak of their ability. However, they fail to acknowledge that **the ability to perform at your best is an acquired trait.** Even the best athletes need continual training to stay sharp. Your staff is no different.

Training will expand your employees' knowledgebase and skills thus giving them the confidence to tackle the job with surety and intent. Moreover, well-trained staff will approach a problem with a "can-do" attitude rather than brushing it under the carpet or escalating to an office manager or owner.

Additionally, your front office team's performance in handling calls, appointment change requests, and scheduling is profoundly affected by training. All these things have a direct effect on overall office production. Mastering phone and customer service skills also has follow-on benefits in improving show-up rates, case acceptance, and referrals.





STREAMLINED SCHEDULING & IMPROVED WORKFLOW

As a practice owner, time is your most valuable asset. Working with a scheduling coach can help you get a better understanding of where each of your billable hours is being spent. The newfound information will streamline your team's workflow and maximize your productivity.

Here's a common scenario:

Most small practices contend with disorderly scheduling and don't usually allocate specific time slots for types of procedures. There's no categorization and new patient appointments are often "bunched in" between existing patient appointments.

However, getting a new patient through your doors is only half the battle. The other half will be won by how they're treated during their visit. Turning a new patient into a profitable patient requires that the staff take time to nurture the relationship – listening to the patient's issues and setting appropriate expectations when the appointment is made, and then leveraging that insight to deepen the relationship when the patient is in the office.

Additionally, new safety protocols require more time allotted between patients. A lack of forethought in the schedule will handicap your team. They will be unable to give the patient in their chair all the attention they need, and will end up scrambling to prepare for the next patient. This will result in unsatisfactory patient experience and a booking patients for a second visit will be much more difficult.





IMPROVEMENTS IN CASE ACCEPTANCE RATES

A steady stream of new patients is the backbone of any dental practice, but this is where many practices struggle. Although the practice may employ a receptionist, they are often forced to learn “on the job,” and when you experience a high volume of calls, other poorly-trained employees must help out and work with patients on the phone. These factors contribute to a weak *call-to-appointment conversion rate*. Failing to convert even a single patient means your practice will be losing thousands every month in revenue.

But the effects of poor call-handling do not end with an appointment. **A properly-handled new patient call is the first element of an “amazing” patient experience.** Further along the patient journey is where the true value of training is reflected. Getting your entire staff trained in correct verbiage and patient communication will profoundly improve case acceptance rates. Training gives your *front office* the techniques to build a foundation of trust and the ability to overcome objections, and your clinical staff benefits from techniques that leverage that trust—meaning **patients will be more likely to accept treatment recommendations.**





IMPROVED EMPLOYEE ENGAGEMENT AND RETENTION

Often dental practices have an unfounded fear that once trained, their employees will leave for greener pastures. Organizational psychology research suggests just the opposite. Training can significantly improve job satisfaction and commitment to their position and employer. While some team members will eventually move on, most employees not only expect training, they place great value on practices that invest in employee development.

The fact that you're willing to invest in them – even in hard times – will do their morale a world of good, making them feel wanted and respected. Moreover, the improved skill level means employee productivity will significantly improve – therefore directly adding to your practice's revenue.

And if done correctly, it's not uncommon for practices to double, triple, or even quadruple team productivity with consistent staff training.





REDUCE STRESS

Being a dental practice owner, your plate will be full most of the time. From growing your business and managing staff, to servicing patients, a lot rides on your shoulders. The last thing you want is the added task of hand-holding rookie team members with sub-par skills.

This will distract you from your core responsibilities and add unnecessary pressure.

However, a well-trained team will carry out their job with minimum supervision. This will result in improved overall patient experience and allow you to focus on the more important aspects of running the business.





CONCLUSION

When you consider all these factors, it becomes quite clear why team training is a core ingredient for sustainable practice growth.

[Click here to join our free training webinar and learn more about how powerful a masterfully-trained team can be!](#) We explore how minor changes in your approach to training on phone skills and scheduling, and the positive impact training has on your employees, will help you take your practice productivity to – and beyond – pre-pandemic levels.



All-Star Dental Academy Online Training Program:

HELPING YOUR PRACTICE THRIVE

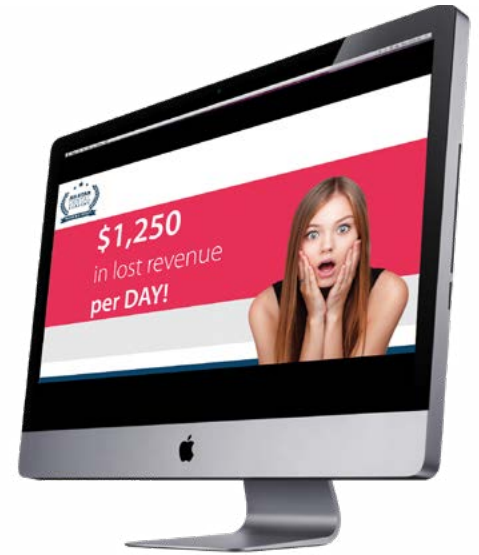
1 more new patient a week = **\$30,000 per year**

1 less broken appointment per week = **\$24,000 per year**

1 less employee turnover per year = **\$30,000 in savings**

Add it all up, and you can **earn an extra \$84,000 per year**

To reach your potential, you must build warm, trusting relationships with your patients. Focused training on phone skills, productive scheduling, and patient service will result in happier patients, a more engaged team, and significant growth in your practice's profitability.



Get more new patients

Help patients understand why your practice is their best choice. With better phone and verbiage techniques, more prospective patients are converted to appointments and are scheduled productively.

Improve case acceptance

Because you began building rapport with the patient over the phone, patients will trust you and case acceptance improves.

Happier staff and lower turnover

A more knowledgeable and confident staff is more productive and happier with the service they provide. Happy staff stay longer.

Retain patients

Patients appreciate premium customer service and stay loyal.

More referrals

Training helps your staff provide an improved patient experience, which leads to happier patients that refer friends and family.

More free time & improved profitability

Scheduling and phone training makes your practice more efficient, so you make more money in less time.

Start Getting the Results you Deserve!

Join us for a free webinar: Dental Practice Excellence: 3 Steps to an All-Star Practice. We show you how All-Star Dental Academy can help you overcome three critical challenges all practices face - and how your practice can reach its full potential. Sign up today!

allstardentalacademy.com/webinar-dpe