



MILLION DOLLAR ASSOCIATE

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A COMPELLING REASON TO RETURN

FRAMEWORK	SAMPLE 1	SAMPLE 2	SAMPLE 3
Problem	Crack on lower molar	Gum pockets (Gingival pockets)	Tooth decay (Caries)
Consequence	Propagate		
Implication	Nerve problem Tooth break		
Seed concern & potential treatment	Because if it has, we will want to jump on it before it becomes an issue.		

A COMPELLING REASON TO RETURN

FRAMEWORK	SAMPLE 1	SAMPLE 2	SAMPLE 3
Problem	Tooth wear	Tooth movement	Shadow on the x-ray (Periapical lesion)
Consequence			
Implication			
Seed concern & potential treatment			

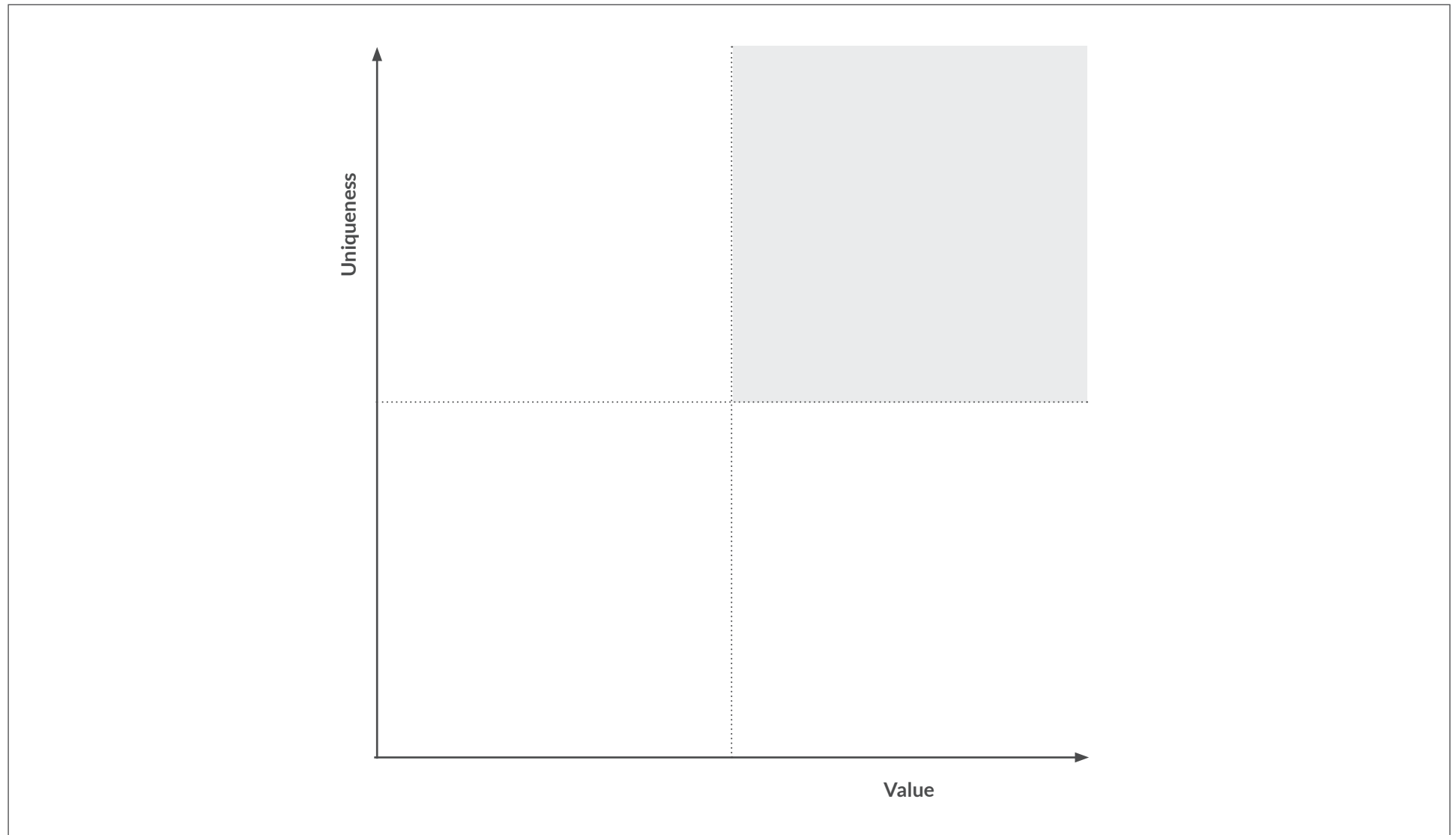
ASKING FOR A REFERRAL OR REVIEW

PREFRAME <i>It's important to me that you have a good experience. So at the end of today's appointment, I'd like to ask how it went for you.</i>	APPOINTMENT	
REMIND OF PRE-FRAME <i>Mrs Jones, do you remember at the beginning of the appointment, I said I'd ask for some feedback?</i>	ASK THEIR EXPERIENCE <i>Can you tell me how the experience was for you today?</i>	THANK THEM <i>Thanks so much for that. I've enjoyed the visit too</i>
PHILOSOPHY REFERRAL: <i>You might not realise that we are primarily referral based and we are selective about who we take on as patients"</i> REVIEW: <i>You might not know that some people feel uncomfortable coming to the dentist</i>	ASK THE FAVOUR REFERRAL: <i>But if you have any family or friends you'd like us to look after on your behalf, we'd be happy to do so</i> REVIEW: <i>If I give you link, can you share your experience so that others understand that its an enjoyable experience</i>	NEXT STEPS REFERRAL: <i>Please take a card and offer it to whomever you have in mind"</i> REVIEW: <i>We'll text / email you the link, and can you write one or 2 sentences and all you need to do is hit the 'post' button</i>

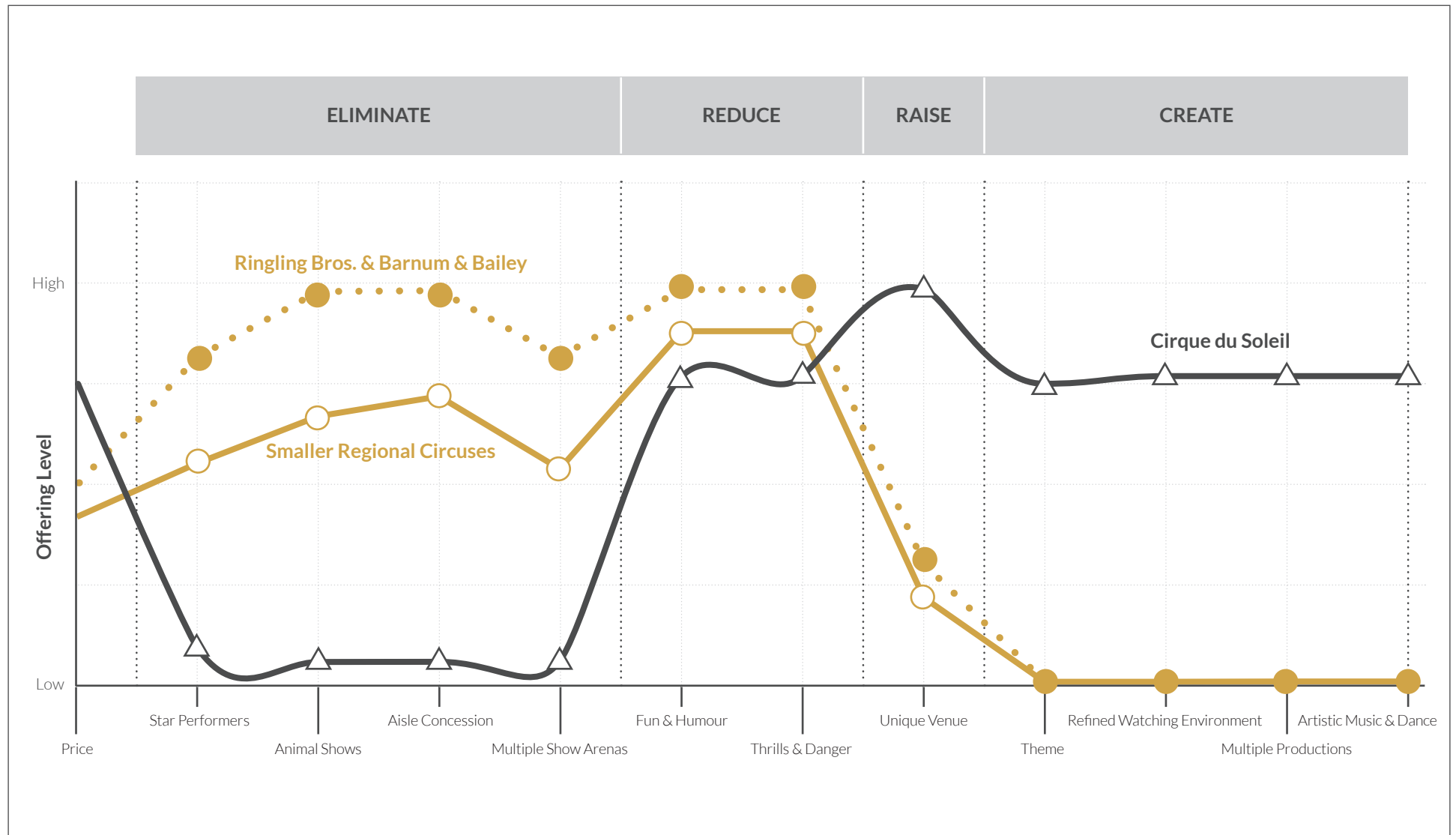
ASKING FOR A REFERRAL OR REVIEW

PREFRAME	APPOINTMENT	
REMIND OF PRE-FRAME	ASK THEIR EXPERIENCE	THANK THEM
PHILOSOPHY	ASK THE FAVOUR	NEXT STEPS

UNIQUENESS VALUE MATRIX



BLUE OCEAN STRATEGY (Cirque du Soleil)



BLUE OCEAN STRATEGY GRID

CIRQUE DU SOLEIL

ELIMINATE

Star performers
Animal shows
Aisle concession sales
Multiple show arenas

RAISE

Unique venue

REDUCE

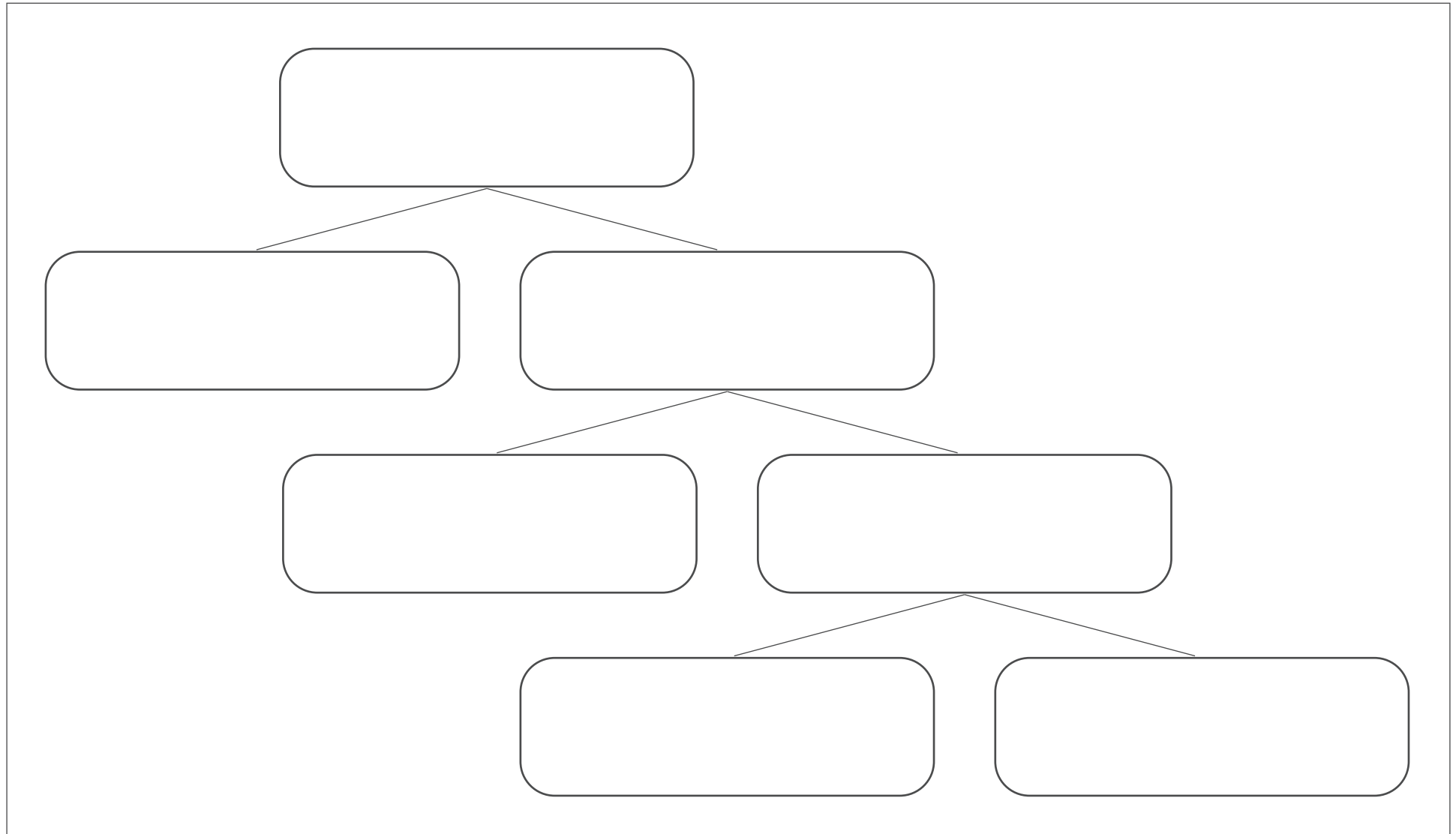
Fun and humor
Thrill and danger

CREATE

Theme
Refined environment
Multiple productions
Artistic music and dance

What is Cirque du Soleil's Uncontested Space?

PRESENTING SIMPLE CASES



PRESENTING SIMPLE CASES

SITUATION	OPTIONS	INFERIOR
You have large cavity in tooth and tooth has crack	<p>Here is 2 things we could do</p> <p>Inferior: we could restore tooth with direct restoration, sometimes called a filling</p> <p>Superior: Or use indirect restoration which is made out-side of mouth, then cement it into the tooth</p>	<p>Advantage: This is the cheapest option and can be done in one sitting</p> <p>Disadvantage: However, the disadvantage is that it doesn't adequately address the crack in tooth and we are asking the filling material to do a job its not designed to do, and its likely to break.</p>
SUPERIOR	TEST POSSIBLE SOLUTION	NEXT STEPS
<p>Disadvantage: When it comes to indirect restorations, the main disadvantage is cost.</p> <p>Advantage: The advantage however is that the restoration is custom made, which means it is an exact replica of what we need it to be.</p> <p>As well as reinforcing the cracked tooth structure, it will be strong enough to withstand chewing forces so it will last longer.</p>	Which one of those do you think would work best for you?	<p>If Inferior: Ok, let's do that</p> <p>If Superior: So when it comes to indirect restorations there are two types we can do . . .</p> <p>An inlay (inferior) or a crown (superior) . . .</p>

CASE SELECTION



NEXT STEPS

Take your productivity to the next level!

Enrol in the upcoming Productive Dentist course.

28 March 2025



NOTES

A large rectangular box containing 15 horizontal dotted lines for taking notes.

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