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## SERVICE STEPS of Burleson Orthodontics & Pediatric Dentistry



**(S) SAY hello and greet every guest by name.** The most important word in the world to any person is their first name. Use it. Leverage it to build trust and relationships then mine those relationships for the mutual benefit of both parties.



**(M) MAKE them feel at home.** Offer a beverage, take their coat, treat them as a guest in your home. You wouldn't tell your house guests to take a seat and you'll be "right with them" would you? No. Instead, you would go out of your way to make them feel at home. Do the same with every patient interaction.



**(I) INVITE them to share and make a plan for the next step.** How have they been, what brings them in today, how can you help? Make it a point to invite your patients to share with you exactly where they are in the process of transforming their smile: confused, nervous, overwhelmed, ready to get started, still have lots of questions, etc. Patients will tell you exactly what they want from you, if you'll just invite them to share.



**(L) LISTEN for and resolve questions or special requests.** Patients and their parents have unexpressed wishes or desires - things that are important to them but they might not voice. If you listen for the things that are important to the patient and parent, you can get to the heart of the matter quickly.



**(E) END with a fond farewell and an invitation to return.** The last thing people remember about your practice is the send off or farewell. You cannot skimp on this area. A patient or parent in your practice might only see you for 30 minutes every 8-12 weeks. Your interaction during that time and particularly at the end of the appointment needs to be special. Don't let your patients leave without a reason to come back and share something.