

## EP. 31 How to Increase Size of Purchase

We have been spending some time talking about the 3 ways to grow your hygiene department. We talked about increasing new patients, increasing frequency of purchase, and now we are going to talk about increasing size of purchase.

There are a lot of ways to increase the size of purchase. Anything your hygienists recommend outside of the basic prophylaxis and bwx will increase the size of purchase. We talked to fellow hygienist, April Sharp, on how she averaged \$2,300/day at her practice.

### Let's look at a few ways to increase the size of purchase:

**1. Tracking** - Look at where you are now and where you could be. This will allow you to track your progress and alter your course if necessary. This will hold you accountable and make it fun! Make a list of all the services you currently provide and set a goal to increase each service.

**2. Change your perception of "selling."** - Your job is an educator. If you are passionate about what you do, then you are not selling it. Plus, if you don't recommend a service or product to the patient, then you are robbing them from making their own decision about that service or product.

**3. Know the Products and Connect Yourself to the Product** - You will recommend something if you are passionate about it! With so many products out there, you need to find the one you stand behind.

Have your hygienists make a list of all the services you currently provide and make a plan to increase those services. Research and find products that you are passionate about!