

EP. 32 Identify Values and Overcome Objections

Identifying your patient's values and overcoming their objections to treatment is really important in treatment acceptance. It takes active listening and taking the time to get to know your patients to be able to do this.

Here are some ways to identify values and overcome objections:

- 1. Stop pre-judging** – You cannot judge a book by its cover. Do not assume by the way they dress, talk, look, etc. that they do not care about the way their teeth look nor have the money to invest in your services. Do not put your own perceptions about money onto your patient.
- 2. Get to know your patients** – Their values can change over time. They might not care about whitening on their first visit, but later they see their smile in a picture next to a friend and now they want to whiten their teeth.
- 3. Give your patient a hand-mirror** – Ask them if there's anything they would like to change about their smile. Often times patient won't bring it up until you ask.

Do your hygienists take the time to really get to know their patients? Is your team putting their own perceptions of money onto your patients? Remember, patient's values can change over time so it's okay to ask them if there's anything they would like to change about their smile.