

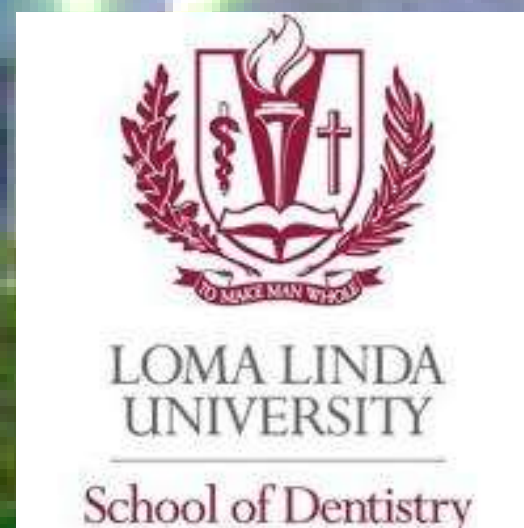
Global Healthcare Conference 2020

Resilience: Growth through Adversity



Day 4

Who are your customers?



Peter Young DDS MAGD



THE
FiSH!
PHILOSOPHY

**MAKE THEIR
DAY™**

PLAY™

**CHOOSE YOUR
ATTITUDE™**

BE THERE™

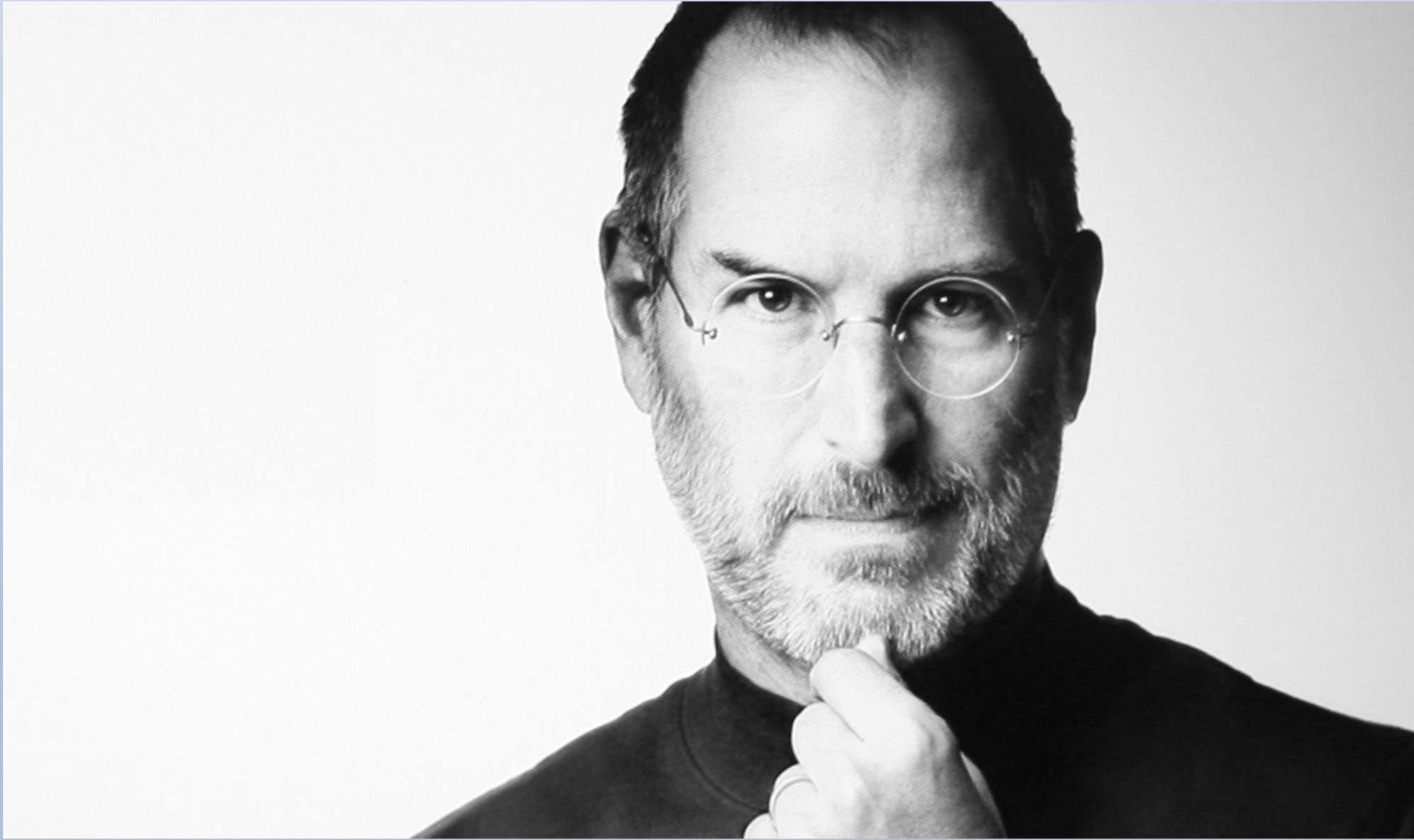
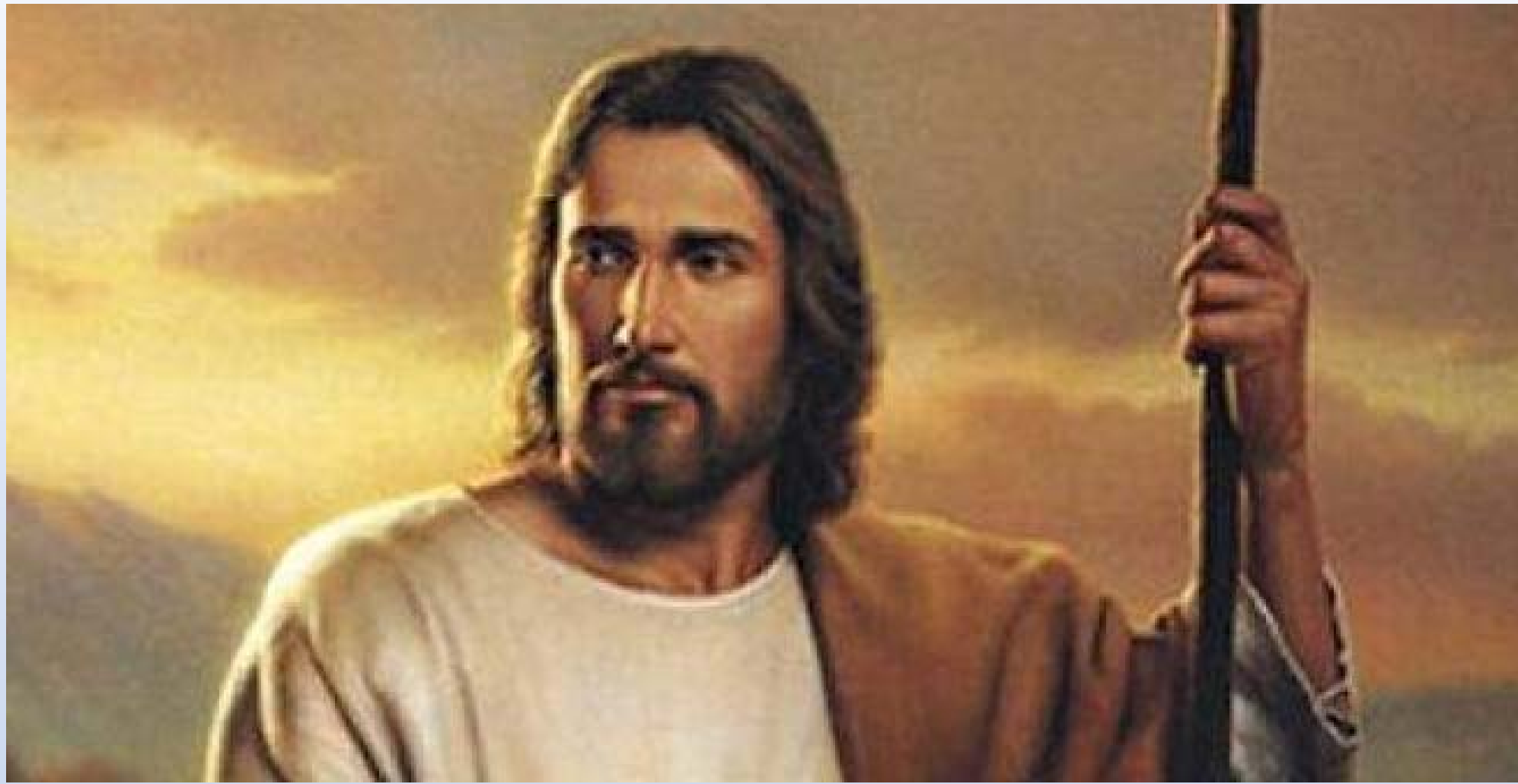
Why are you in dentistry?





Everyone lives by
selling something.

Robert Louis Stevenson



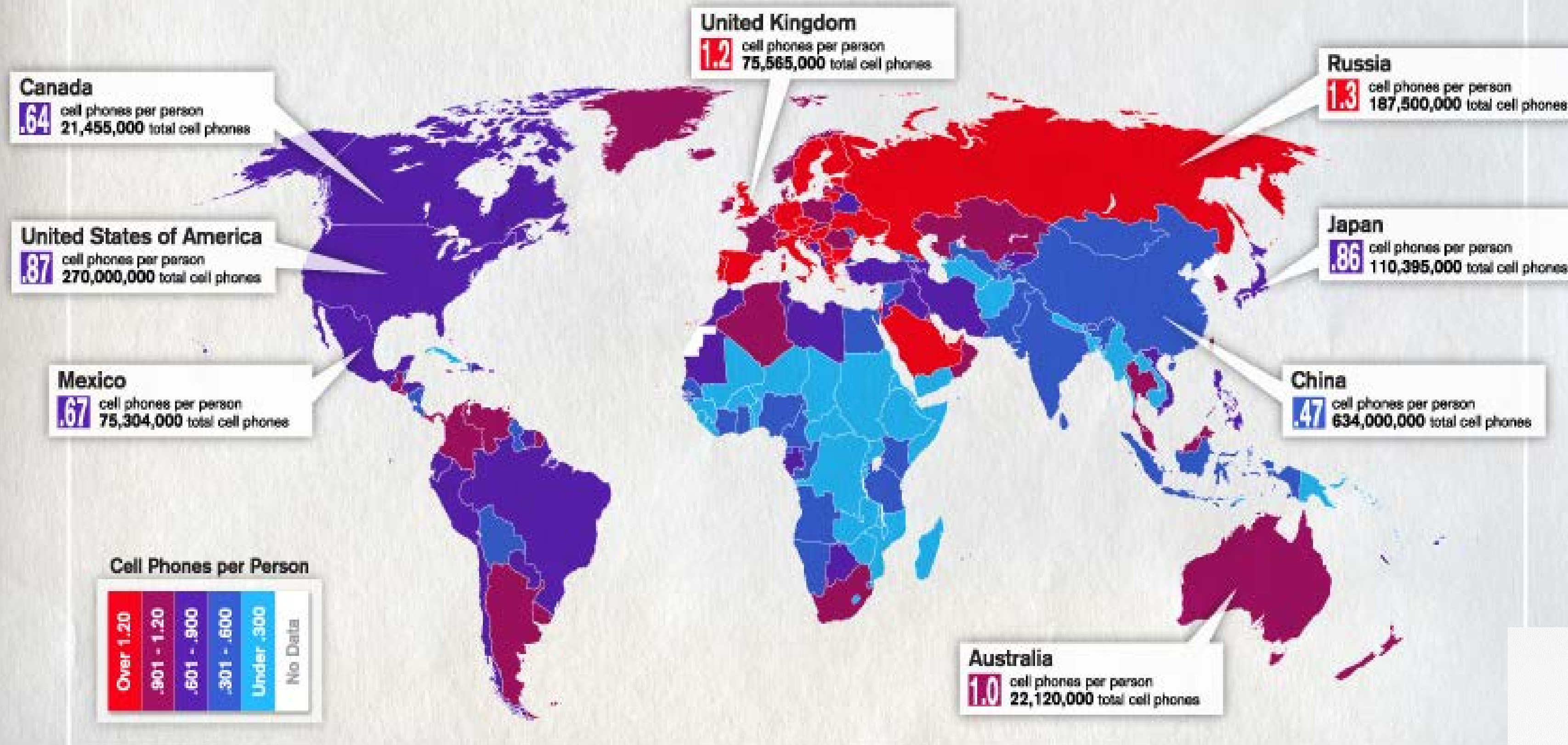


Abolished Slavery

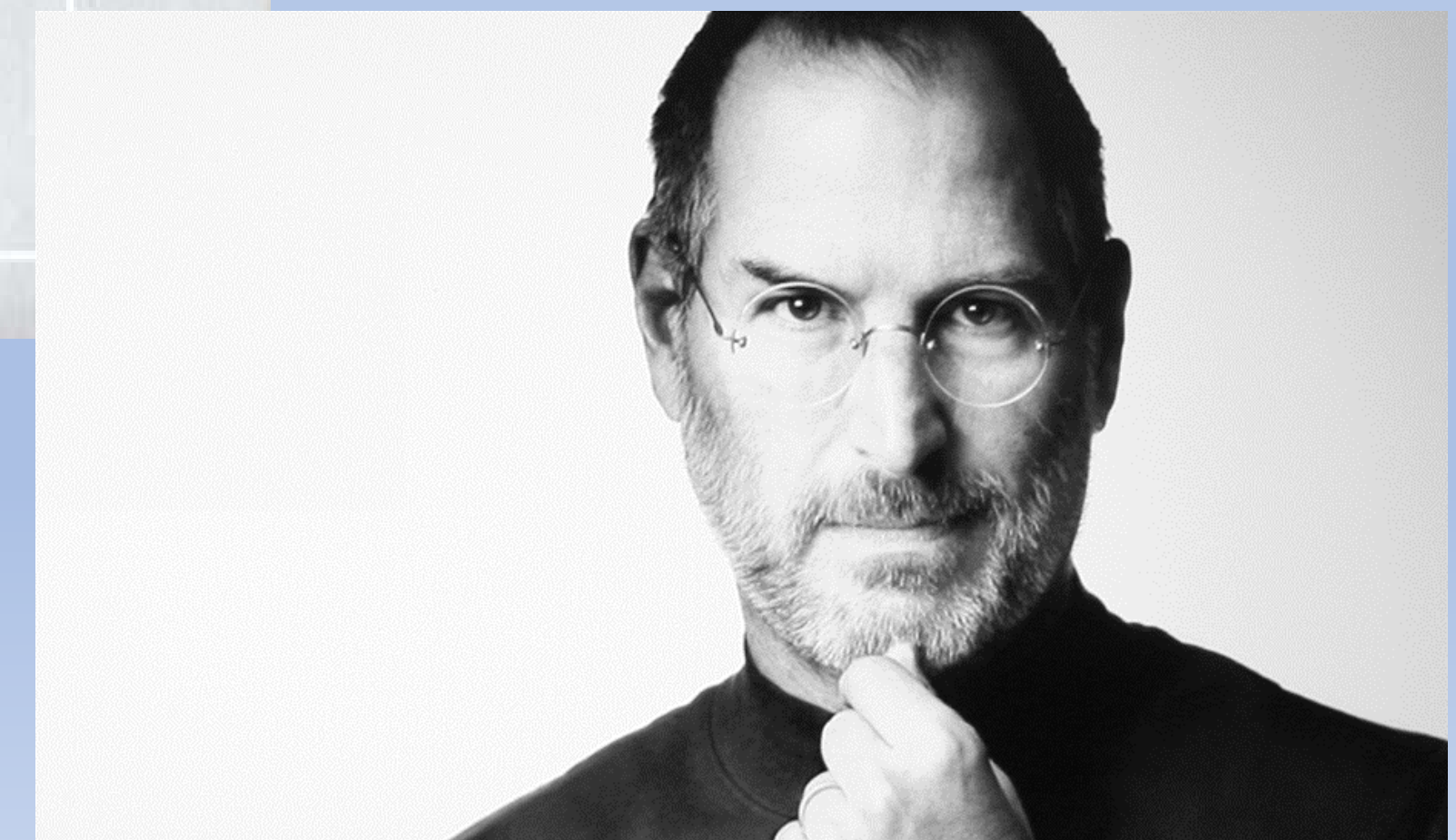


THE SHOCKING DEMOGRAPHICS OF CELL PHONE USE

Are you addicted to your cell phone? Statistics show an ever increasing number of people are displaying addictive behaviors when it comes to cell phone use. Today, there are more than 4.6 billion cell phones in use, more than 370 times the number in use in 1990.



Personal Computers for Everyone





Gained Back Lebensraum





Reconciled with Man

SELLING DENTISTRY

Ethically

Elegantly

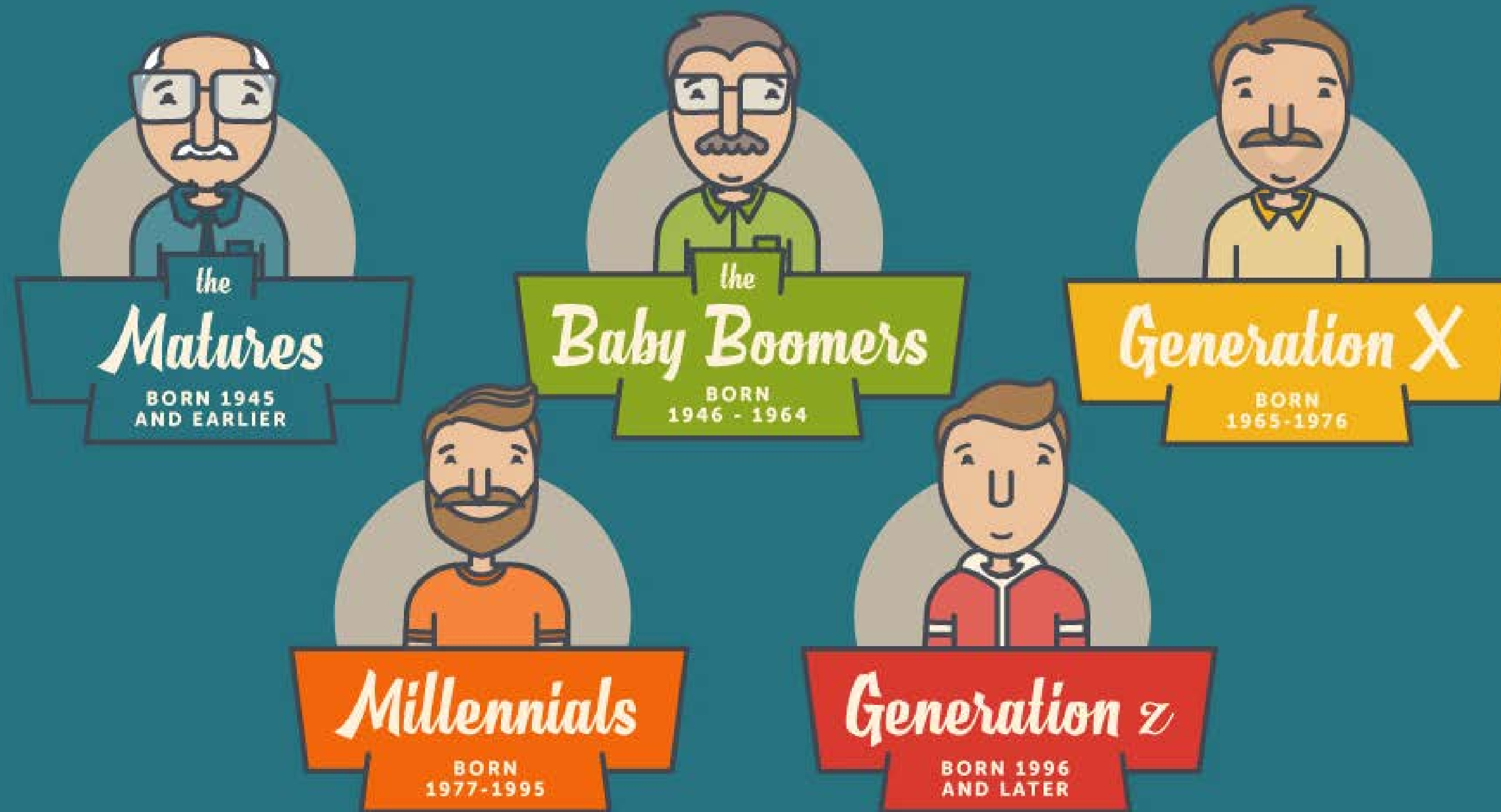
Effectively



Do you know your patients?



Generational Differences



Silent/ GI Generation (Born before 1945)

- **Loyal**
- **Respectful**
- **Trust professionals**
- **High integrity**
- **“Check with spouse”**
- **Conservative in their spending**



Baby Boomers
(Born between
1945-64)

- Want the best
- Demanding
- Do their research
- Live in the moment
- “Keeping up with the Jones”



Generation X (Lost Generation) (Born between 1965-76)

- Skeptical and cautious
- “What’s in it for me” attitude
- Most educated group
- Financial Planning



Millennials or Gen Y or Echo Boomers (Born between 1977-95)

- Tech Savvy
- Have less brand loyalty
- Fashion/Style conscious
- Immune to traditional sale pitches/Marketing
- Buy it now and pay later (Credit Card)



Gen Z or iGen or Centennials (Born after 1996)

- Internet savvy
- Highly sophisticated with media and computer
- Not keen on 1-on-1 interactions
- Want exact and fast responses
- Very strong buying power (by 2020 - 40%),



Personality

Inventory

Occupational

Profile

Tests

Workplace

Value

Interpersonal

Introversion

Agreeableness

Sociability

WPI-Pro

Interest

Self-confidence

Verbal

Oil

Centricity

Aperception

Motivational

Relationship

Thematic

Need Trait

Profiler

Extraversion

Big

Interests

Questionnaire

SP-3D

Preferences

Customer

Five

personality

Orientation

PTI

Test

Dominance

- Direct
- Results-oriented
- Firm
- Strong-willed
- Forceful

Influence

- Outgoing
- Enthusiastic
- Optimistic
- High-spirited
- Lively

D

i

C

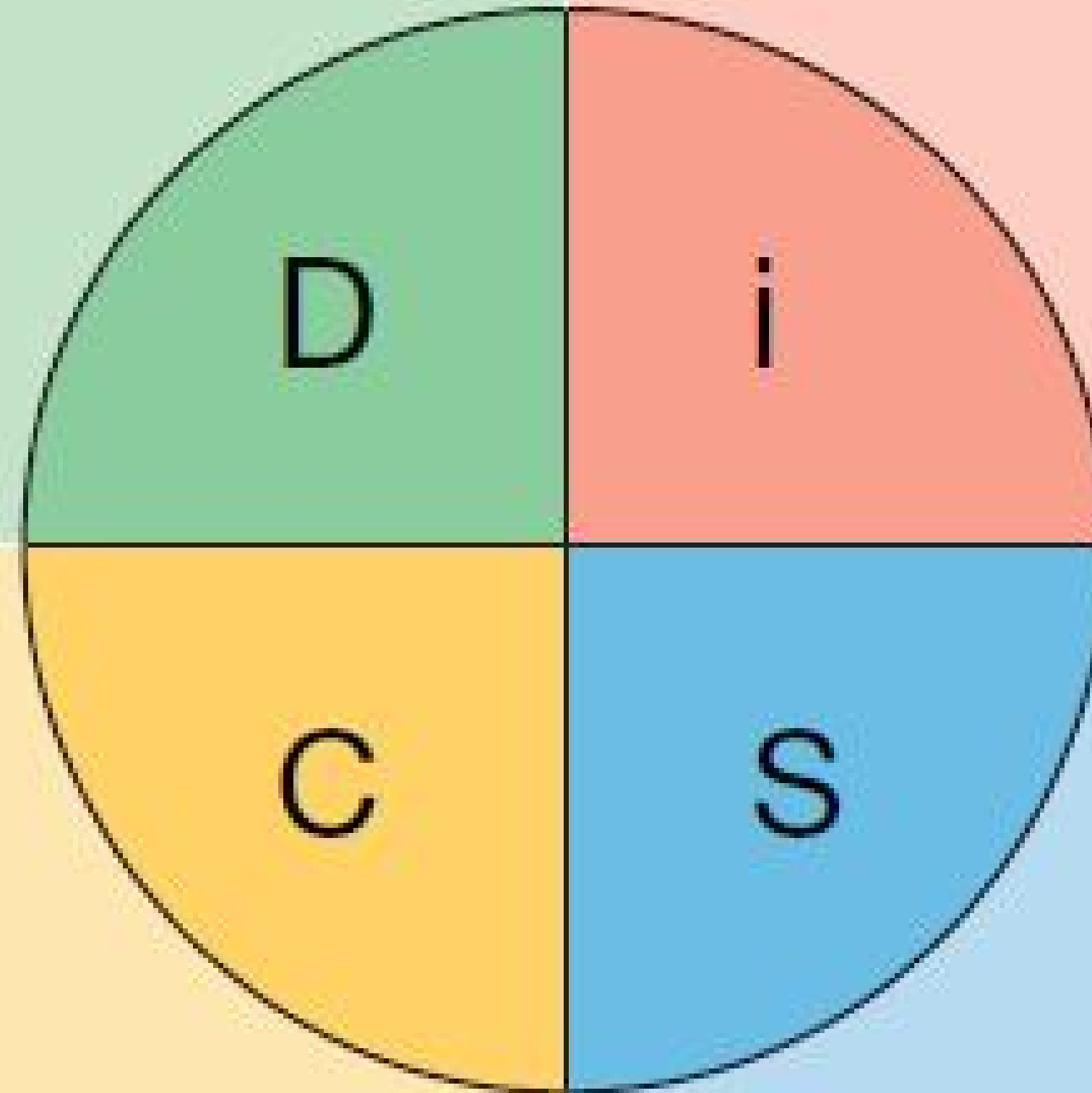
S

- Analytical
- Reserved
- Precise
- Private
- Systematic

Conscientiousness

- Even-tempered
- Accommodating
- Patient
- Humble
- Tactful

Steadiness

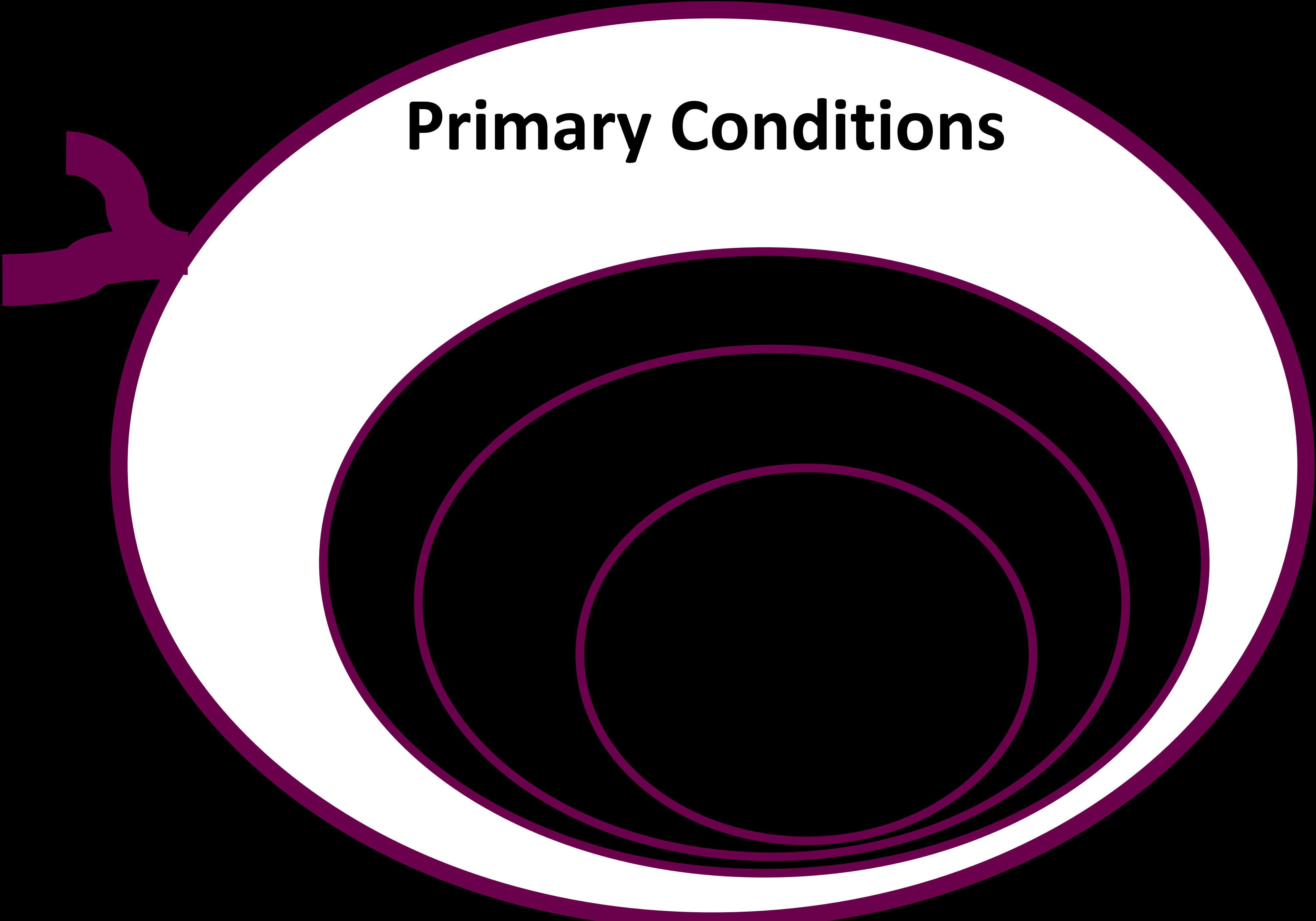


M&M's — What matters most?



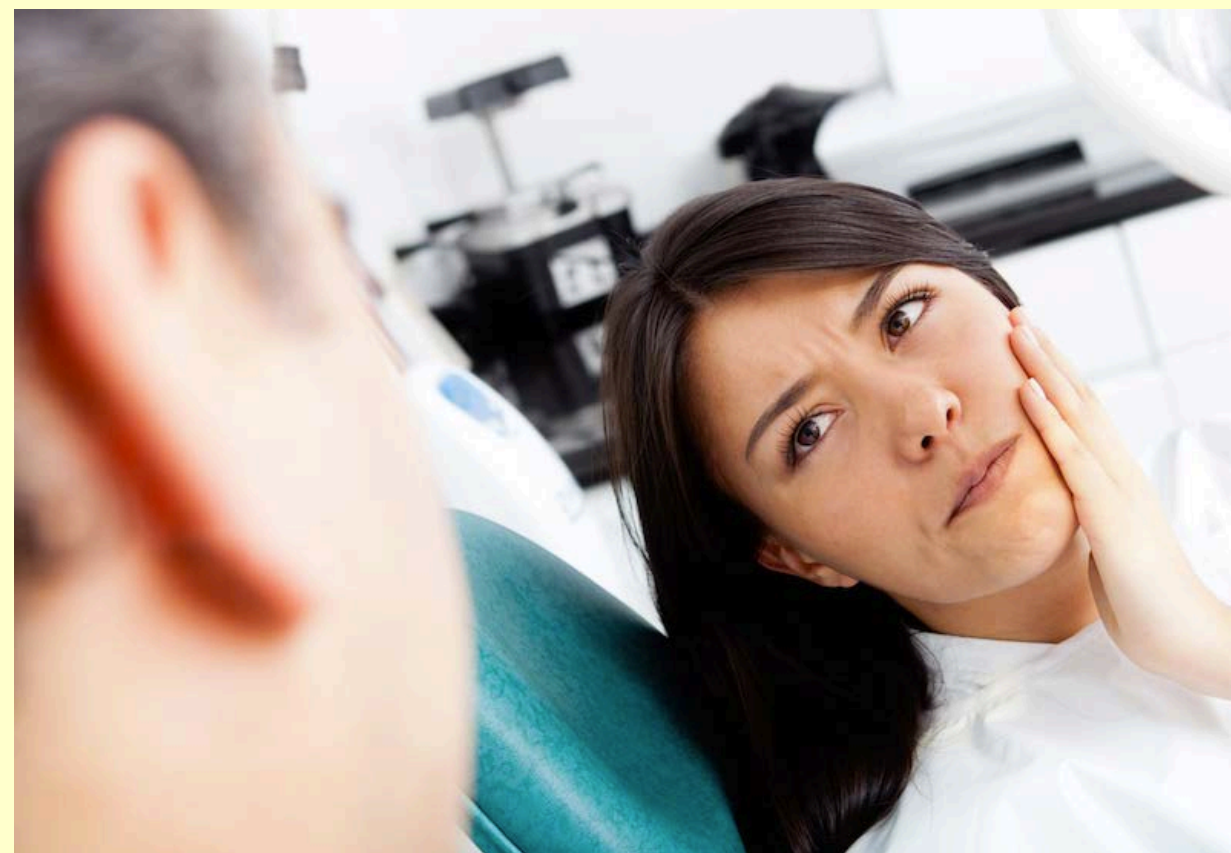


Primary Conditions



Four Primary Conditions

Urgency – “Get me out of pain!”



Four Primary Conditions

Insurance Driven Tx



Four Primary Conditions

Case- Specialties



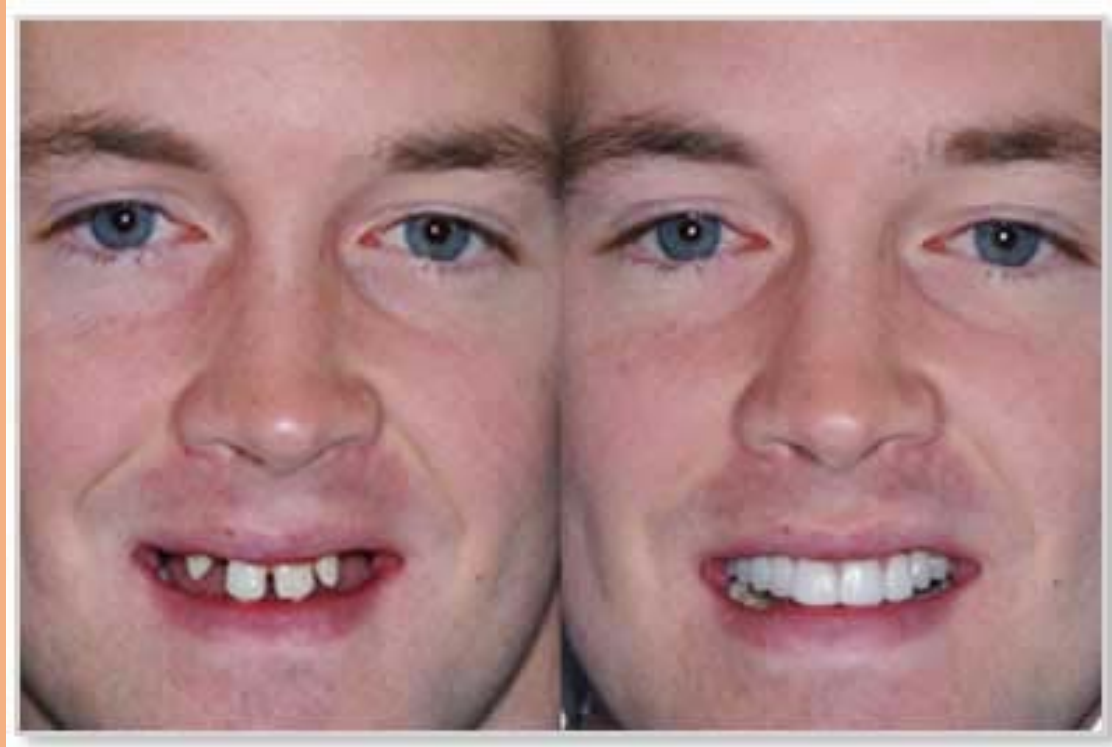
Four Primary Conditions



Comprehensive Lifetime Care

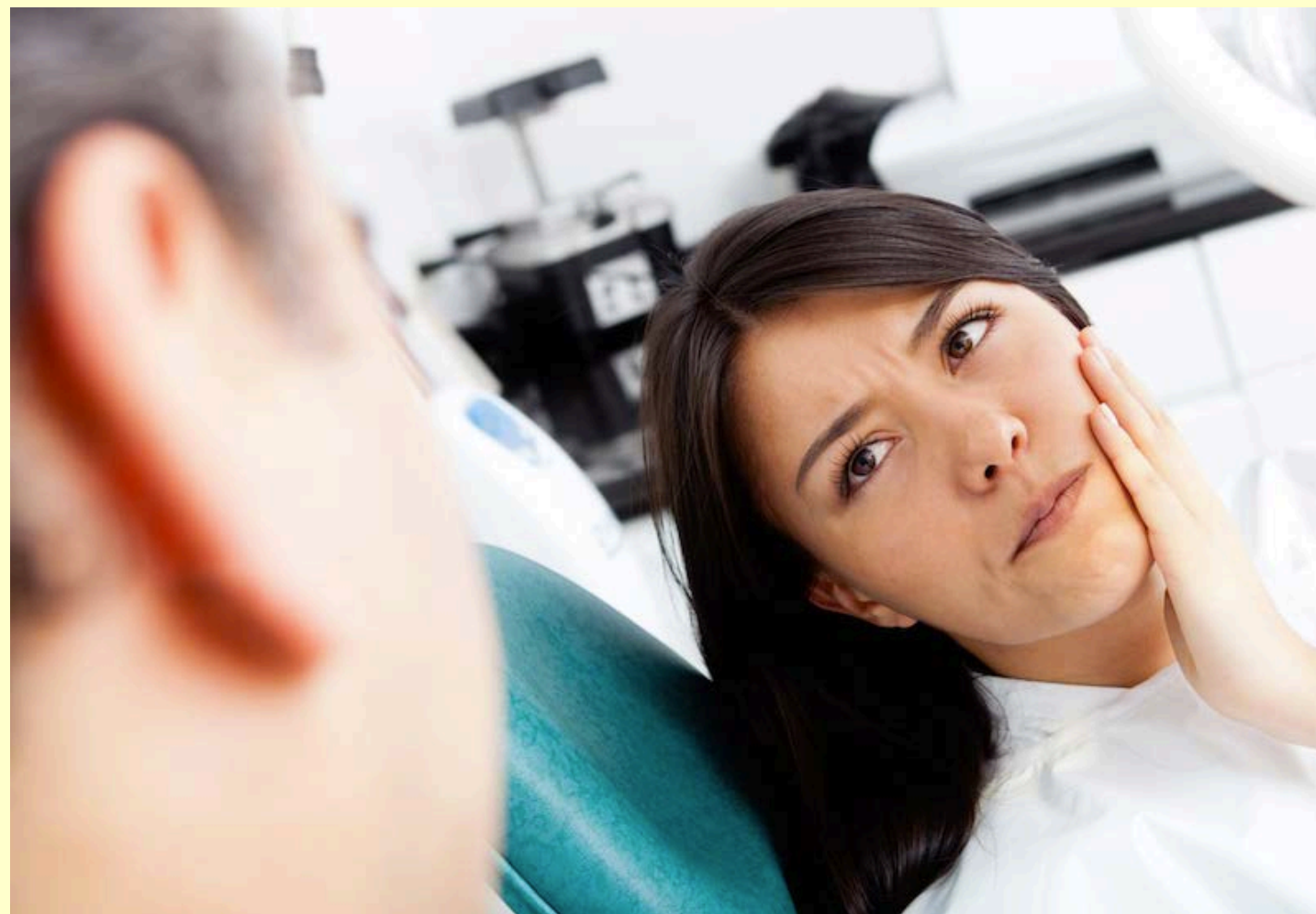
4 Primary Conditions Why People Seek Dental Care

Case- Specialties



Comprehensive Live time Care

Urgency –“Get me out of painless.”



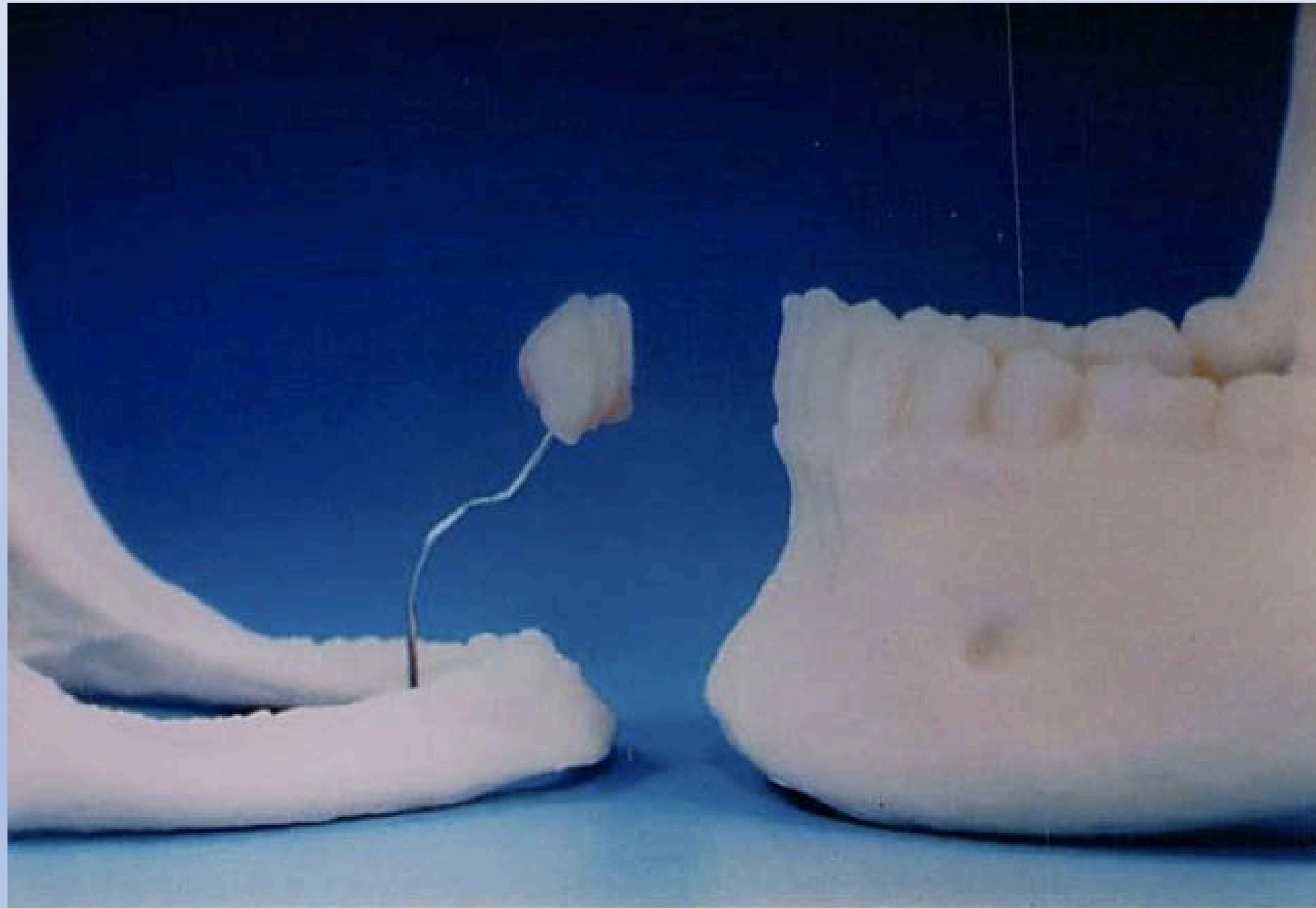
Insurance Driving





**Primary
Disability (Interests)**

Primary Disability

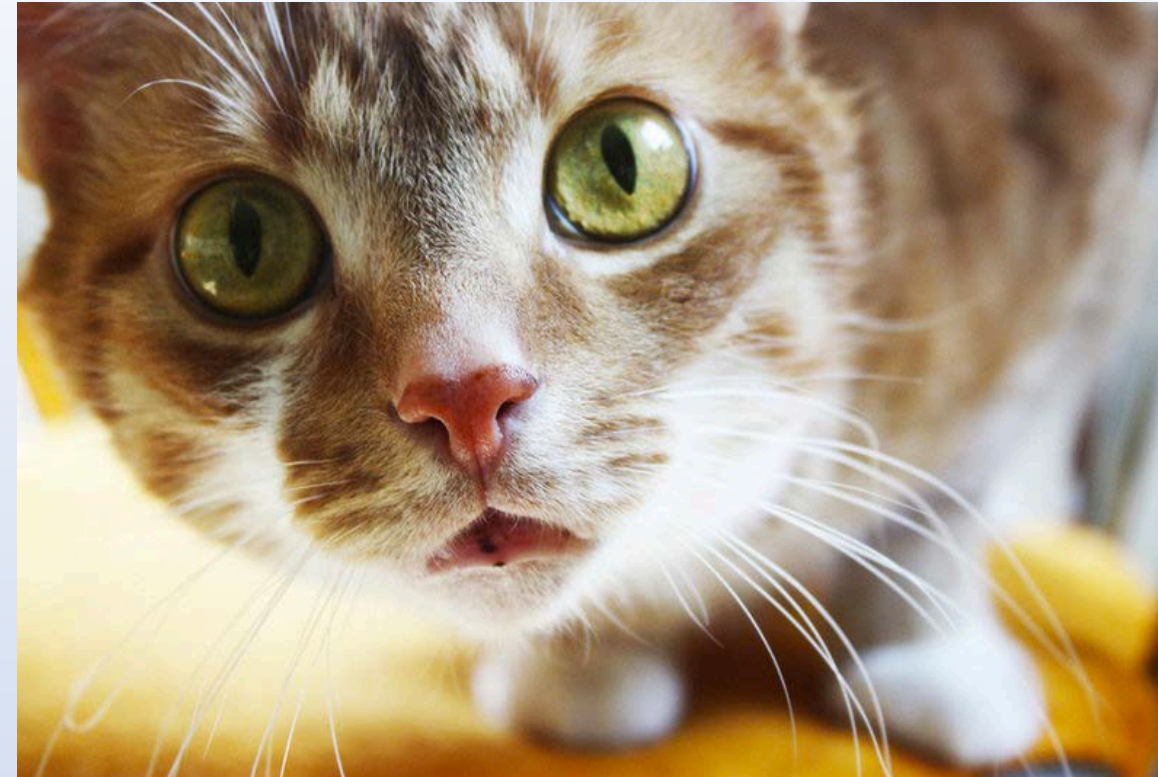


Common Disabilities

1. Pain
2. Yellow teeth
3. Crooked teeth
4. Broken tooth
5. Bad breath
6. Bleeding
7. “My spouse told me to come”



Primary Interest



1. Pain: **“I can’t sleep”**
2. Color of teeth: **“I am embarrassed”**
3. Alignment of teeth: **“I want a better smile”**
4. Broken tooth: **“I can’t eat”**
5. Bad breath: **“I can’t talk to anyone”**
6. Infection: **“I have an infection!”**
7. “My spouse told me to come” **“have peace at home”**

Primary Interests



P-CABBIT



Primary Benefits

Primary Benefits

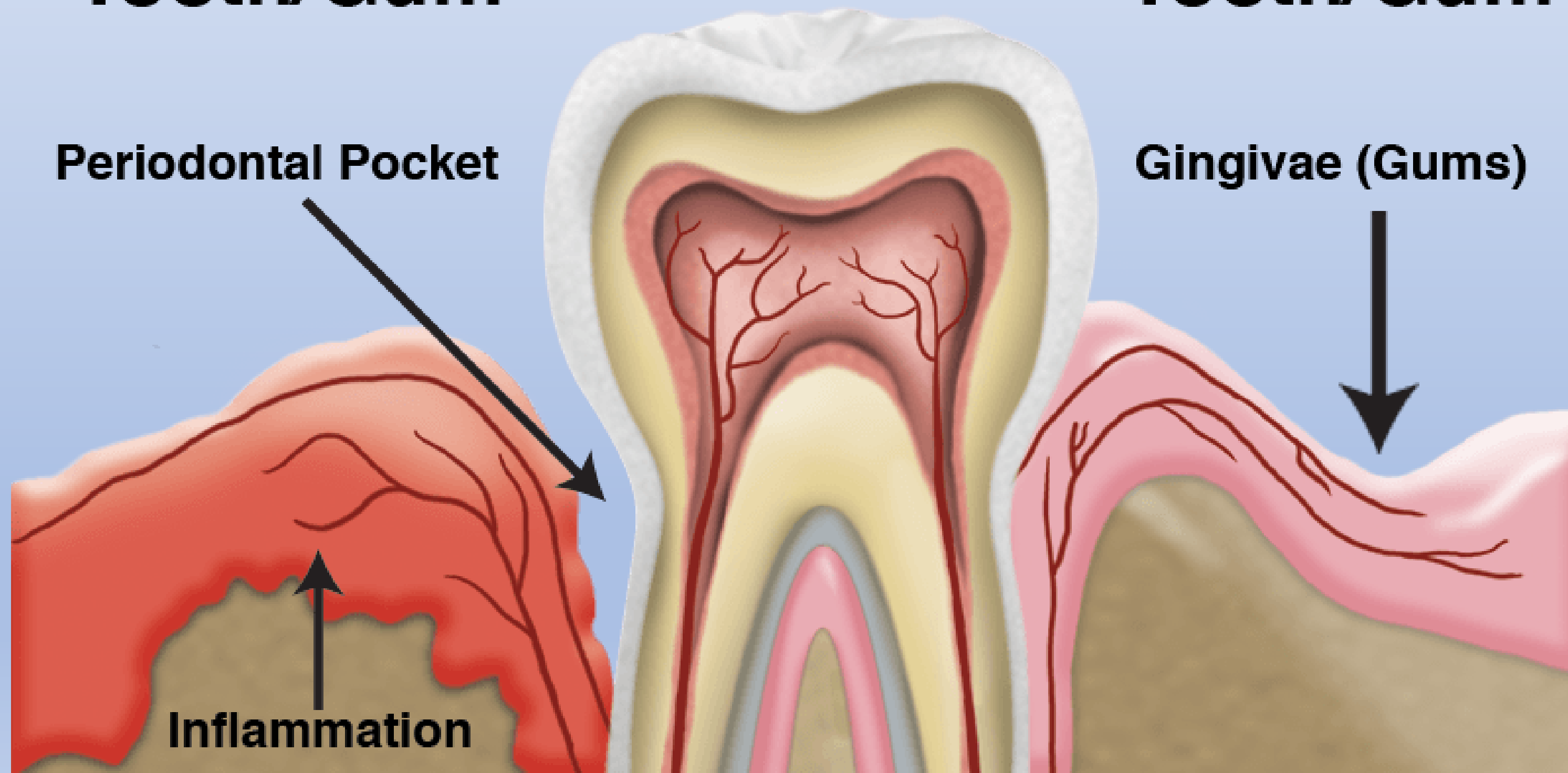


Risk

Periodontal Risk

**Diseased
Tooth/Gum**

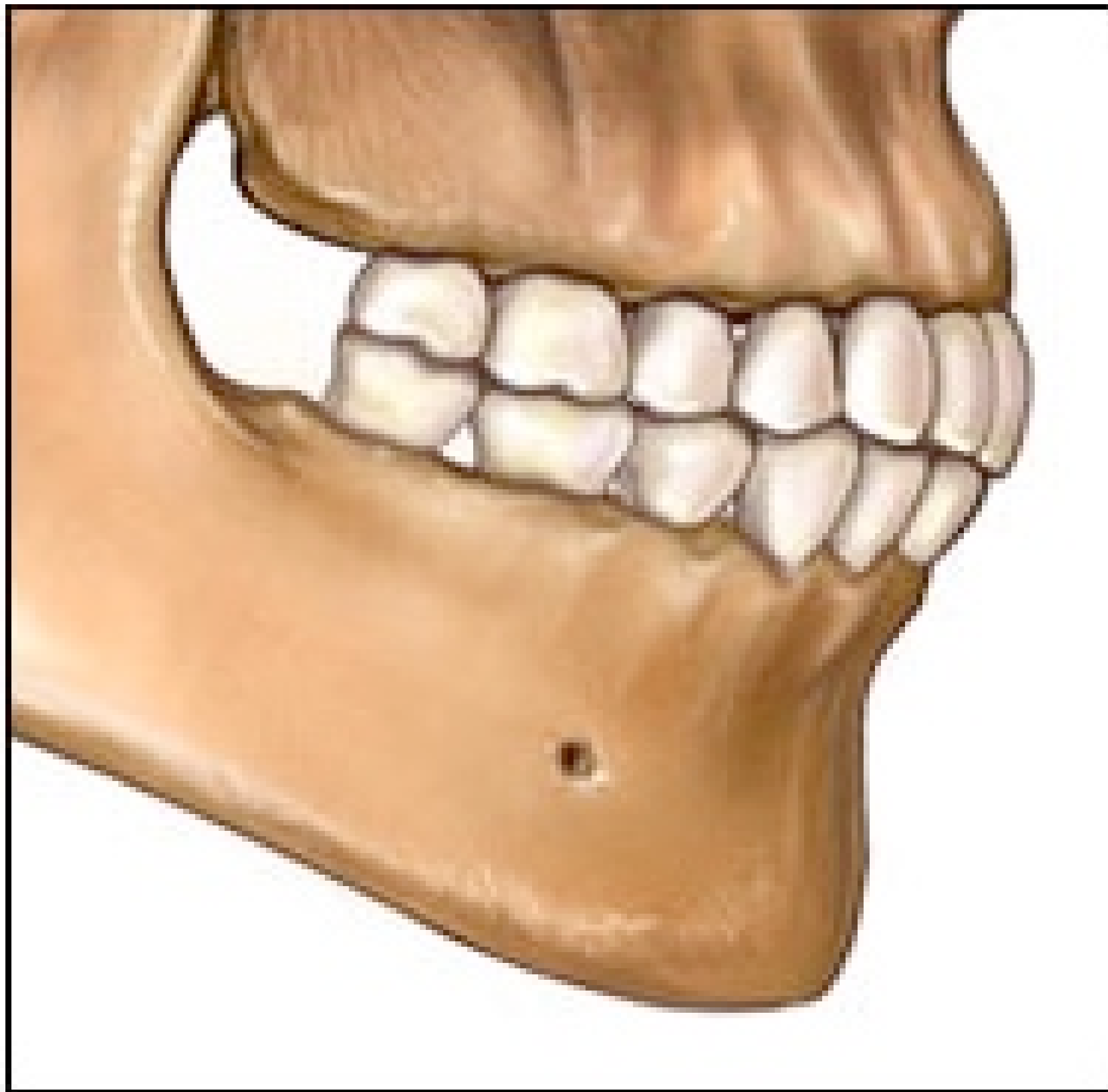
**Healthy
Tooth/Gum**



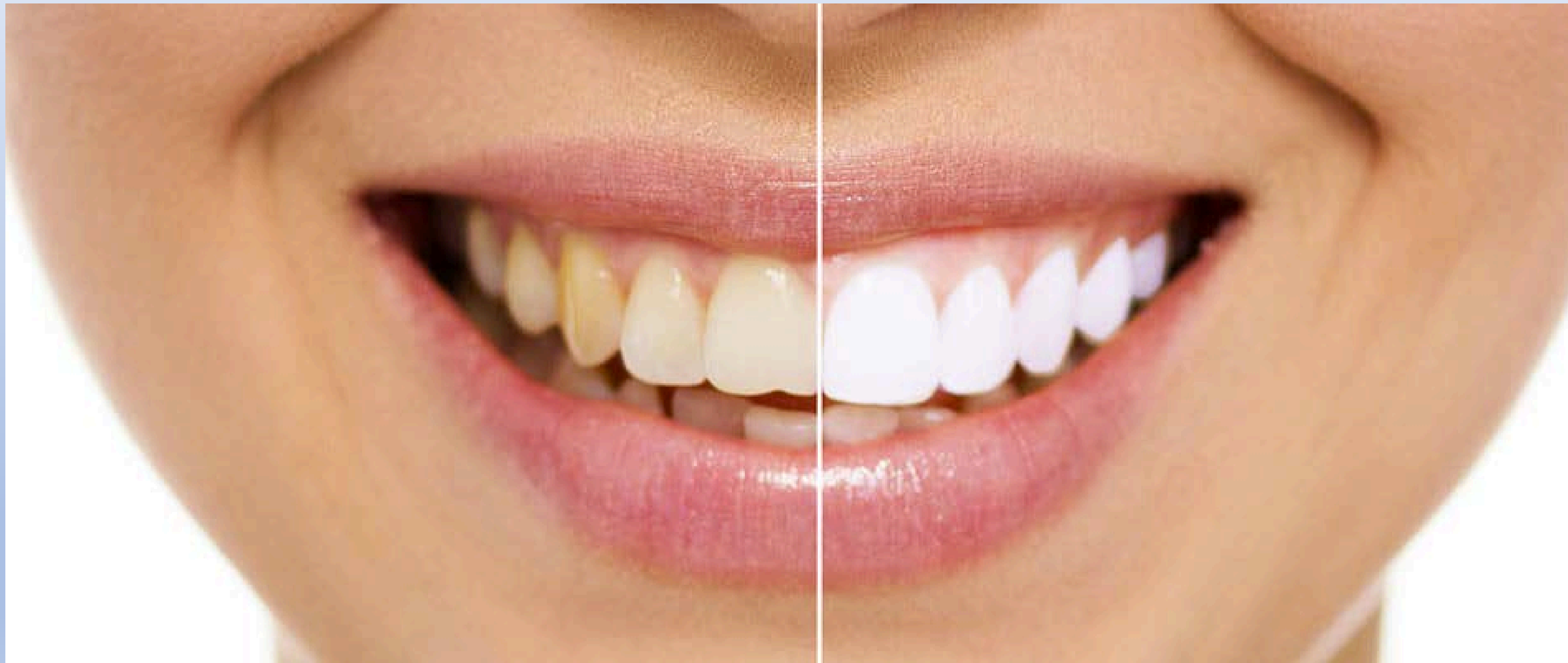
BioMechanics Risk



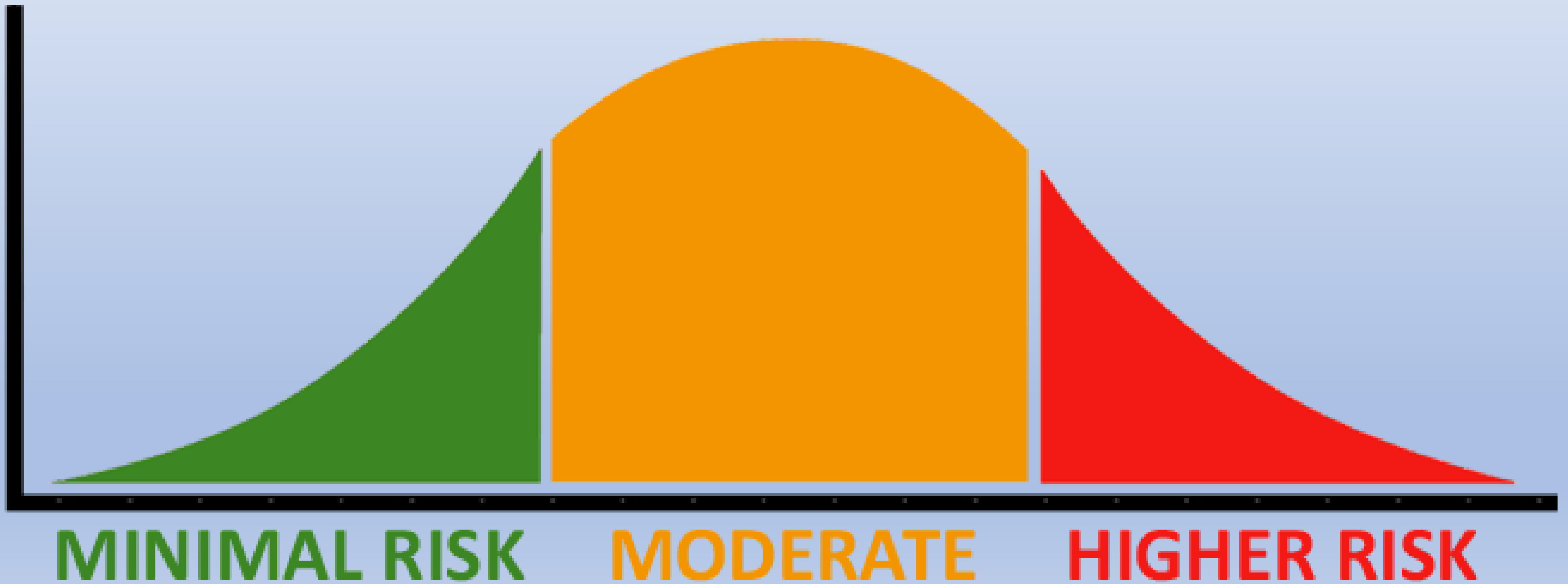
Functional Risk (Occlusion, TMJ)



Dentofacial (esthetics) Risk



Risk Distribution



What Would This Treatment do for You?



How we make decisions

What some people think:

Men Emotions Logic

Women Emotions Logic






How we make decisions

What some people think:

Men Emotions Logic



Women Emotions Logic



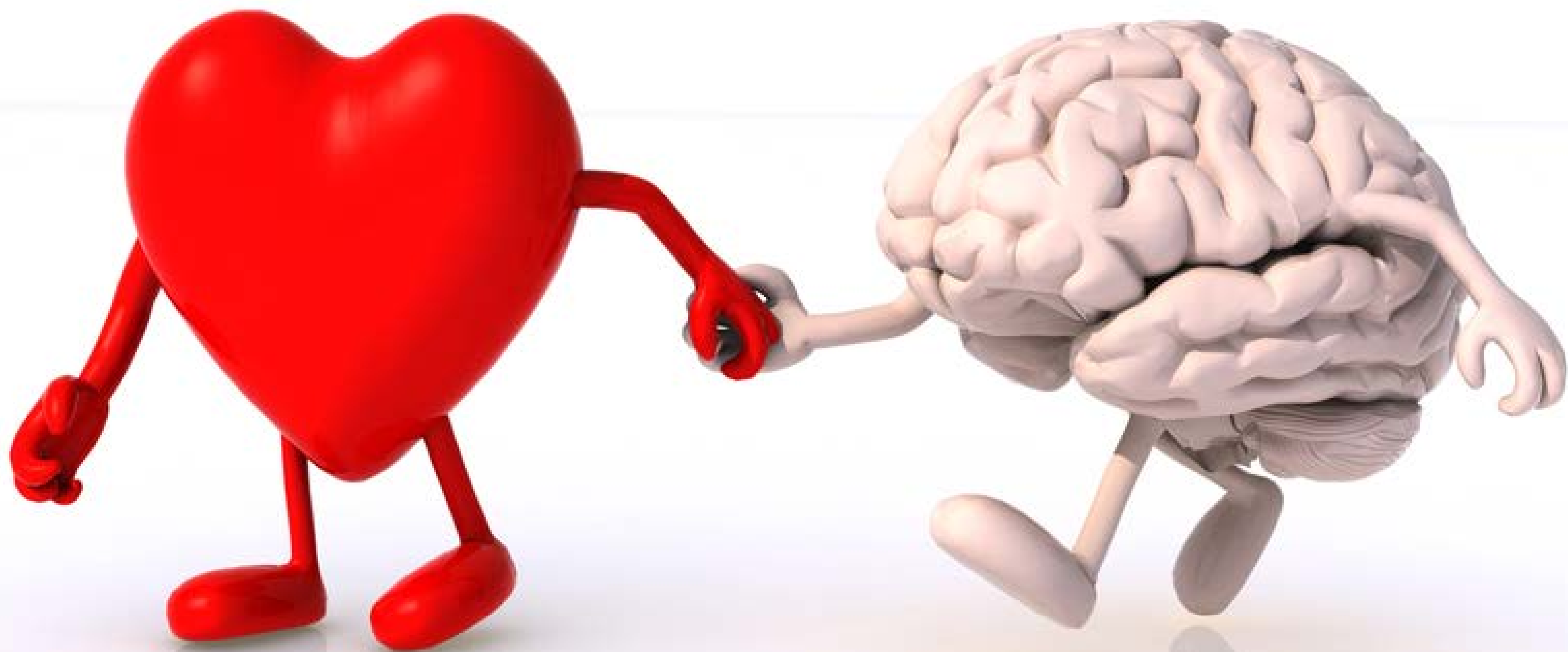
What's really true:

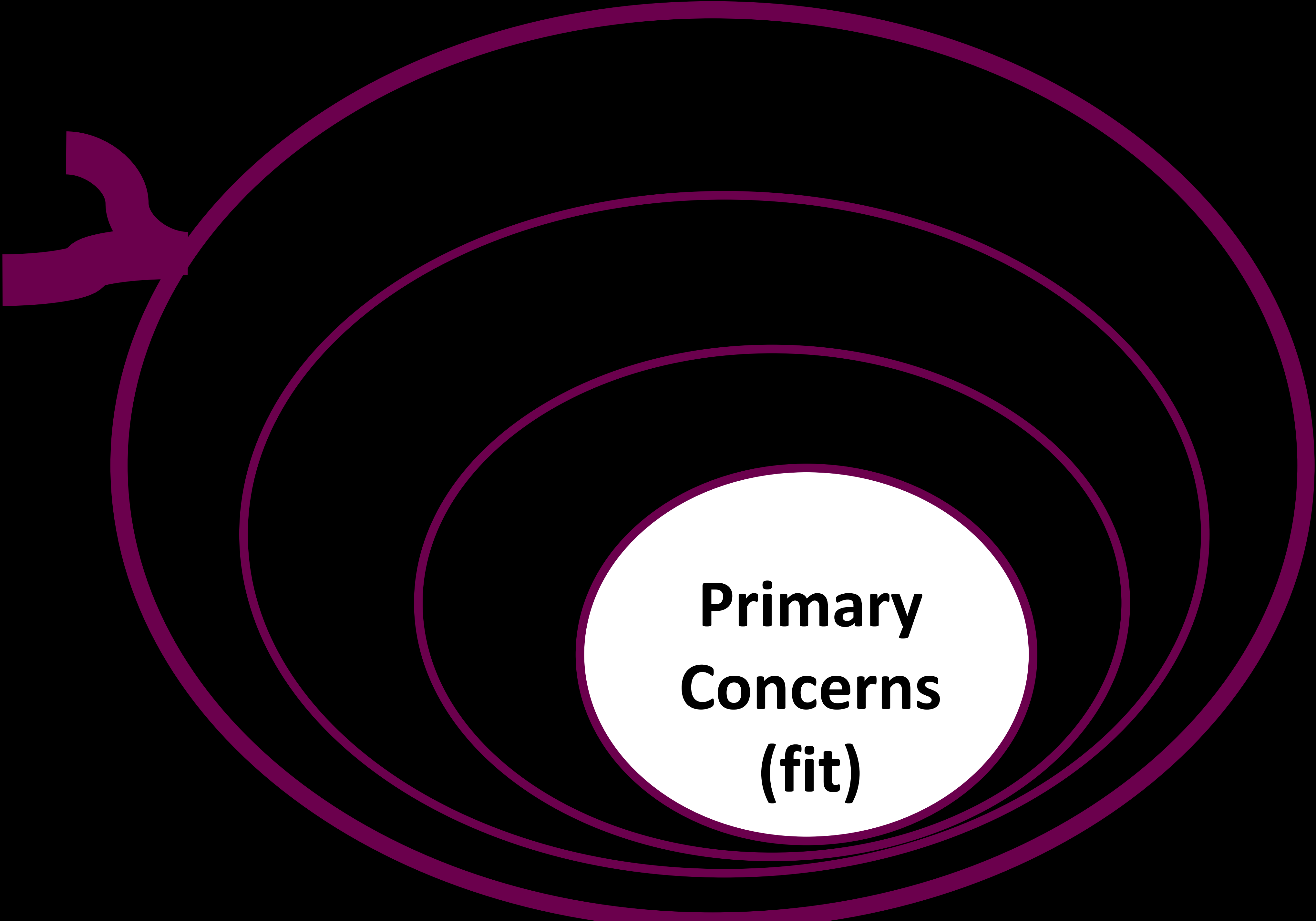
Men Emotions Logic



Women Emotions Logic







**Primary
Concerns
(fit)**

Primary Concern

- Money



Primary Concern

- Urgency



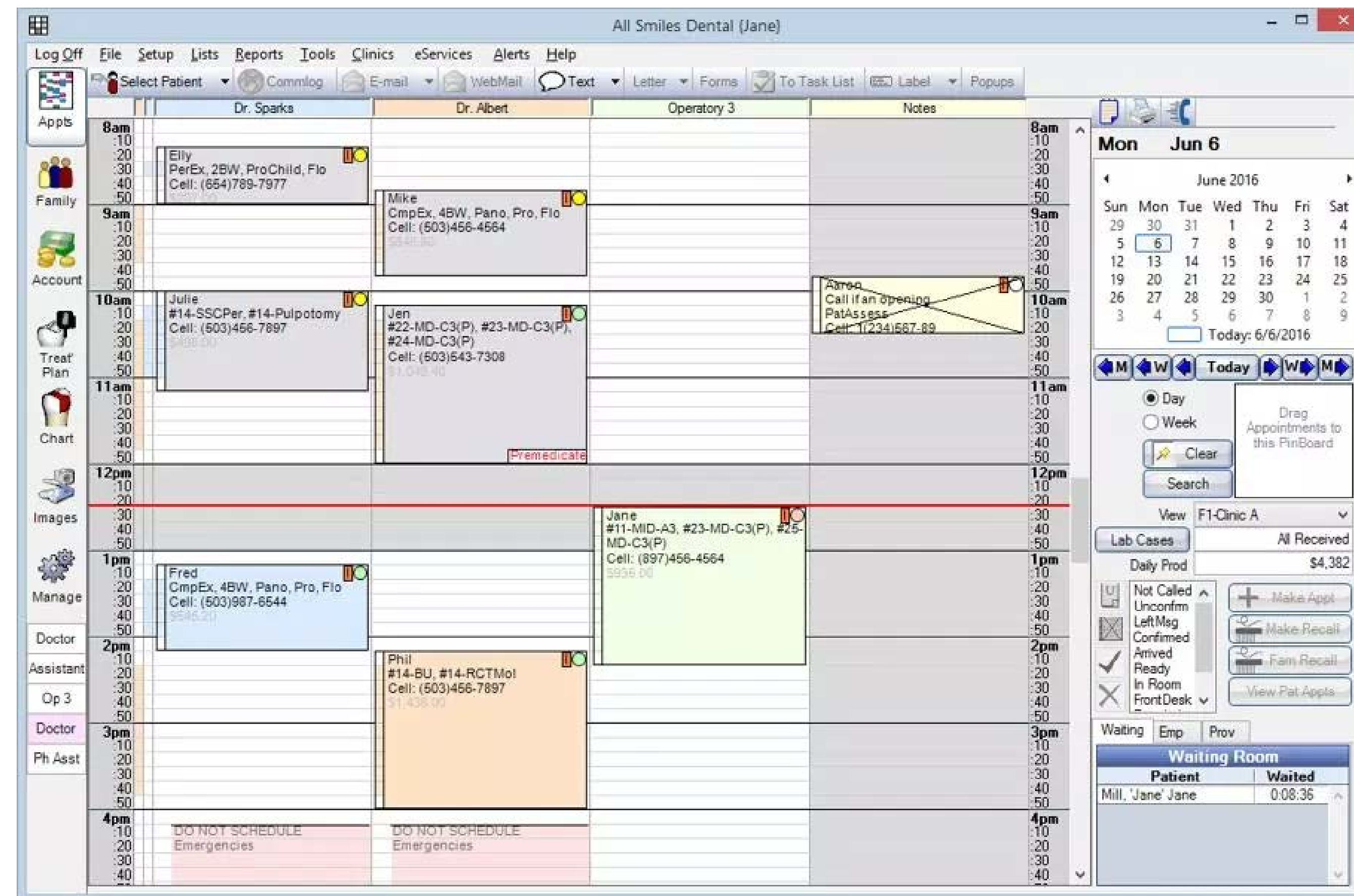
Primary Concern

- Trust



Primary Concern

- Time



Primary Concerns

- Scared



Primary Concern

MUTTS



Primary Condition

**Primary
Disability (Interest)**

Primary Benefits

**Primary
Concerns
(fit)**



Just Ask.



The Probe Explorer



A S K

AND IT WILL BE GIVEN TO YOU

S E E K

AND YOU WILL FIND

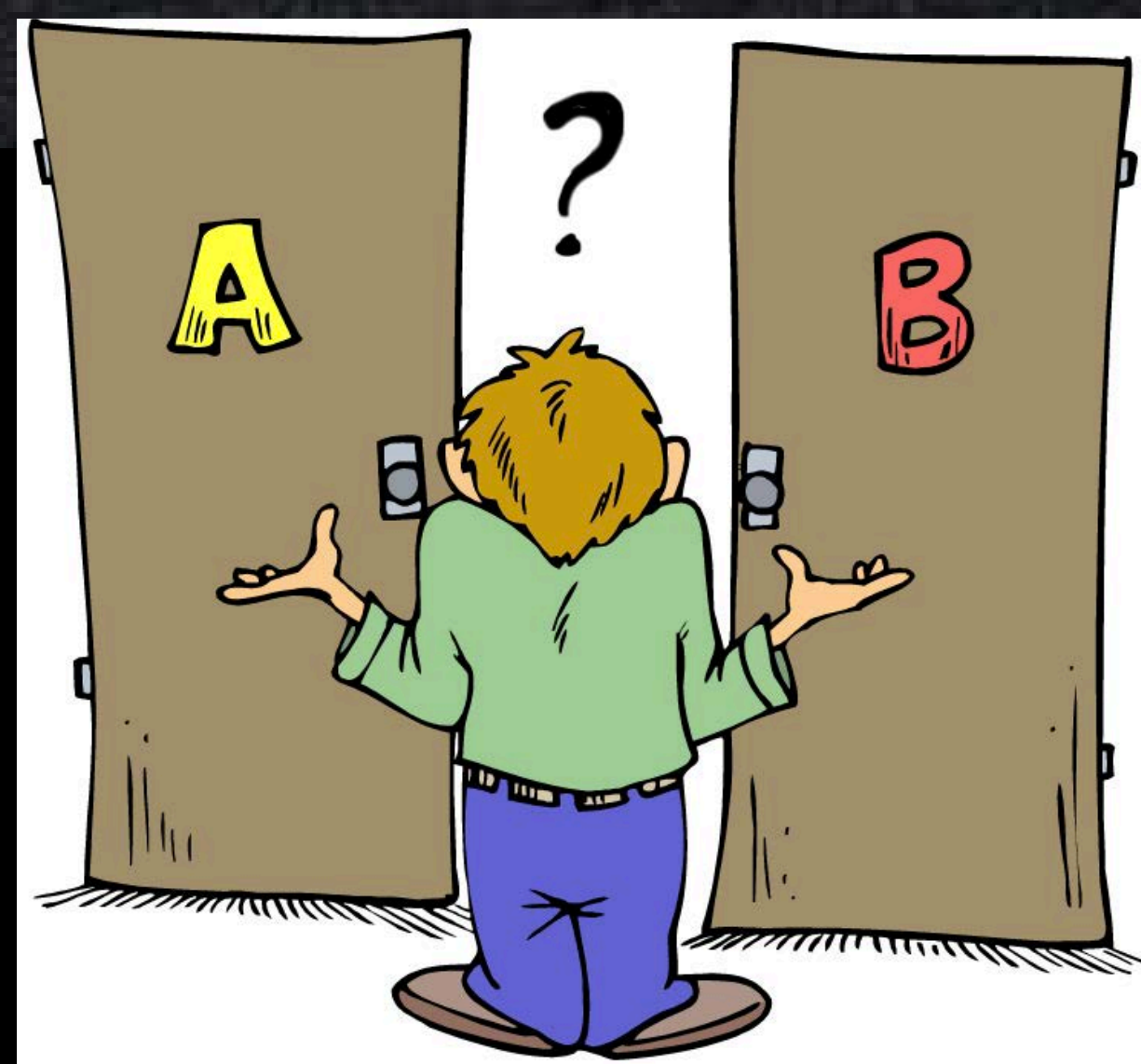
K N O C K

AND THE DOOR WILL BE OPENED

T O Y O U

M A T T H E W 7 : 7

Ask





David Beckham





"THE MASTER IN THE ART OF LIVING

makes little distinction between his work and his play, his labor and his leisure, his mind and his body, his information and his recreation, his love and his religion. He hardly knows which is which. He simply pursues his vision of excellence at whatever he does, leaving others to decide whether he is working or playing. To him he's always doing both."

- James Michener

What is your purpose in dentistry?



Kaizen Action Plans	Who is incharge?	When will this be shared with the team?	Has the team own it and put it to practice?
Primary Interests			
Primary Concerns			
M&M			

Recommended Readings

