

Make small talk

- “How are you doing” type questions
- Briefly introduce myself
 - Where I’m from
 - A little bit about my personal life
 - Why I’m reaching out
 - Online school project; assigned to reach out to local businesses and help them get more clients/customers
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Situation Questions

- Everyone has a story, right? So, how did you get started in dentistry? (Active conversation skills
 - Ask questions that will keep the conversation alive)
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- How do you mainly get your new patients?
 - Do you do any marketing, like ads or is it mainly word of mouth?
 - How long have you been doing that form of lead gen?
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 - How well is it working out for you?
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- Alright, that's neat! Well, with me studying marketing, it's sort of my job to get businesses their “perfect” customer. If you could, how would you describe your perfect customer?
 - Who pays the most?
 - Easiest to work with?
 - What is your most common service you do? Braces, invisalign, etc etc etc
 - Average transaction size per patient/how much do you usually earn from a patient over the span of them being with you

Problem Questions

- I want to know some of the goals you have for your orthodontic office.
 - What's your dream revenue? What would you like to make?
 - I'm assuming the reason we're on this call is because I want to help YOU get more clients and well you want more clients, so:
 - How many new clients are you looking to get?
 - How many clients can you handle, before say, you get another doctor or you scale your practice?
 - How many new clients are you getting on average a week
- What's stopping you from achieving these goals? Is it maybe not enough people are signing up to be a new patient, maybe they aren't finding you, what's the biggest problem you're having that is stopping you from achieving these goals?
 - What have you tried to overcome these problems?
 - Why do you think it didn't work?

Implication Questions:

- So let's use our imagination for a sec. 1-2 yrs down the line your practice is still going through the problem of <insert pain state (i.e. not get enough new clients, not having enough returning clients, etc)>.
 - What would that do to your practice?

Needs Payoff Questions:

- So, obviously <insert pain point problem> could be costly to you, your practice, and everything else that is tied to it like your family and whatnot.
 - What would it be worth to you to have this problem fixed?
 - Would you find relief
 - Would you get closer to revenue goals
 - Would you be able to scale to have another orthodontists come in?