

BLATCHFORD'S MORNING HUDDLE

Coaching to goal at the morning meeting is essential for a team to make the numbers and reach bonus. Held fifteen minutes prior to your first guest's appearance, the morning huddle is positive and about reconnecting the team. Because everyone is on time, start with an inspirational quote from the Doctor and check to make sure each team member is prepared to play 100%. The receptionist shares today's schedule, tomorrow's goal and opportunities as well as the third and fourth day out. Thus, the team is coached to perfect schedules. We do not cram a crown prep at 4:30 PM to make goal. In most successful practices, there are opportunities tomorrow and four days out. If you are booked to goal the next four weeks, raise your daily goal. Review today's guests and those opportunities for relationship. Coach to accountability in your focus areas like, asking for referrals, having uninterrupted conversations with clients, etc. Complete your morning huddle with "high-fives" or hugs and have an incredible day.

ACCOUNTABILITY

Dental numbers do make a difference. When the Doctor and the staff know and own these numbers, there is a dramatic shift from "staff" to TEAM. When your TEAM knows the practice goals and numbers needed to reach those goals, they become more responsible and TEAM leadership is demonstrated. Good team members will become curious and want to know more of how they can help make changes. Most people want to move to the next level, to continue making a difference. We understand that some Doctors fear of sharing numbers as "that isn't their job," "what will they think?" or "what if they shared the numbers with others." Great team members want their team to win. By keeping them in the

dark, the Doctor is perpetuating an average practice sitting on a plateau, constantly worrying about numbers. Share your numbers and see who steps up to the plate.

KEEPING SCORE

Dental overhead does not need to be 80%. You do have control to change this number. Even with marketing for cosmetics, you can have an overhead of 65% or less in today's marketplace. In 200 words, it would be reckless to coach your individual practice in overhead reduction. Yet, simply put, overhead can be reduced by setting a perfect schedule and being much more efficient every day. It involves having a skilled, efficient and accountable team which is usually no more than three or four team members. Overhead reduction also comes from mastering sales skills of non-pressured conversations beyond NEED and pathology which will have you doing more multiple units with better efficiency. If you want help in reducing overhead and keeping score, email me at bill3643@earthlink.net

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info@blatchford.com
'A' Game is for Doctors and teams
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