SI Training Verbiage

<u>Feel, Felt Found:</u> This is great verbiage to use for patients who are having dental concerns, or are hesitant about coming in.
I understand how you **feel**,we have had patients that have **felt** that way, we have **found** that_____

Overcome patient Barriers

<u>Lack of Trust:</u> I am so sorry you had that experience at your last office, Here, we don't sell treatment; we are responsible for presenting options to educate you and help you decide what makes sense for you. We don't like our patients anymore or less based on whether they accept treatment or not."

I am happy to hear that you have to choose us for a second opinion. We have a lot of patients who come to us for a second opinion who wind up choosing us because of how thorough Doctor__ is and because of the results we provide. You'll be in great hands with our Doctor and team!"

<u>Budget:</u> I completely understand. We have many patients who have a similar circumstance but the good news is we have an incredible financial coordinator,__ who you will be working with at the end of your visit. She is the expert when it comes to scheduling and finances and will be sure to come up with a plan that works best for you today."

<u>Fear:</u> I completely understand. We have lots of patients who come in who also are nervous about feeling pain and discomfort while they're here. The good news is, our team and doctor are very gentle with every patient and we have a variety of remedies that are available to you, should you need them today or during a future visit. We will make sure that you are as comfortable as possible while you're here with us from now until the time you leave!

<u>Time:</u> I completely understand, we actually have a lot of patients who come in who have very busy schedules. The good news is, you will be working with our fantastic Treatment Coordinator__ at the end of your visit. She is the expert when it comes to scheduling and will be sure to get your future appointments on the schedule in advance so you can plan ahead!