



15 Tools to Motivate Your Staff



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Turn-key Dental New Patient Systems

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If you do a lot of marketing or you are serious about growing your practice, then you might agree that practice growth goes a lot easier when you have top talented staff.

Usually 10% of any team produces 90% of the results (sometimes it's just one person). The rest are mediocre and underperform. But why is that? What makes the top 10% better than the others? Some people say "good staff are born that way." That may be true for those naturals, but for the rest of the population, they have to be trained with the techniques that the naturals have and use constantly.

And it's not always about giving them money as a reward, it's about understanding what makes THEM tick internally.

The benefit to you having everyone in the office always motivated is a) staff feels good about going above and beyond to make patients feel more comfortable and happy b) increase their booking percentages c) possibly go get new patients on their own. And that means you do less work and they self-manage.

So after training staff members, the results prove that they can reach a higher level of performance quickly, easily and feel great about it. So, I came up with this list of motivational tools. You may be familiar with some of them but there are others that are critical.

In the new economy, staff get disgruntled easily. This is because they are slightly jaded and cynical to begin with – they fear they won't have a job or someone will screw them over. A lot of the older clinics I work with have staff that have been there for 20 years. Now, turnover is higher, you see staff that has been there for 5 years or less. Unless they THOROUGHLY enjoy working with your office and leaving you would be like leaving a family.

This information is based on testing, experience and research in the latest in behavioral psychology.

1. Get Them To Write Their Goals

- a. You probably have seen this one a million times but we still have to throw this one in.
- b. Getting them to write their own goals not only makes them committed to the goals, but also engages their minds on what they want (seeing a trip for two or new tv) and gives a bulls eye to reach it.

2. Get Them To Write Out Their Successes, No Matter How Small

- a. Most staff neglect all the little successes they have and instead focus on only what they have done recently. Getting patients to book, or convincing them to take an expensive procedure is a process and has several steps. Mastering each step is an accomplishment on its own.
- b. Show them comparisons and raise the bar a little.

3. Get Them To Write All The Reasons They Have To Succeed

- a. The why is the most important
- b. The more "whys" they have, the more things that will keep them motivated despite occasional setbacks.
- c. And it's your job to understand their motivations (what they want and are interested in.). Show them how doing well in your office will give them that, and they will be happy.

4. Get Them To Write Out All The Possibilities and Consequences For Their Success

- a. What could happen when they accomplish their goals.

5. Get Them To Write Out What Could Happen If They Fail

- a. Most people do things (or not do things) to avoid something. Get them to write out their fears and negative outcomes if they DO NOT reach their goals/succeed.

6. Reframe Things For Them, and Then Show Them How To Do It Themselves

- a. In the beginning, reframe objections and rejections for them.
- b. Example: front staff says "I can't get them to come in" and you say "It's not that you can't get them to come in, it's just that you haven't mastered the skills yet"
- c. Show them how to do it themselves so they can reframe objections/rejections on the spot and get rid of those unpleasant feelings.

7. From Cold Prospect to Enthusiastic Referring Patient Is A Process - Break It Down For Them

The time you first talk to someone to the time you get them in a chair are a few steps, show them each step. They require mastering systematically.

8. Practice

Dealing with people persuasively is like acting, you must rehearse constantly. Go through potential scenarios with them (Mad, skeptical, pleasant, immediate book, foreigner). Record them (voice or camera) and let them see their performance. How are they perceived, what is their body language, what is their tonality like (people with very high pitched nasally voices would benefit from tonality training).

9. Reward people publicly, criticize in private.

Make a huge deal about their successes in front of everyone. But if you have to reprimand or provide criticism, do it in private. When people criticize in public that's where public speaking fears (and hatred of the person doing it) are born.

10. Friendly competition

Ranking them works wonders (1st place, 2nd place etc). They must want to do better naturally because they want to compete. In the end, the whole team (and you) win!

11. Help them with their fears

Rejection, failure, and public speaking are the top fears. Most people that are otherwise talented, confident and motivated get destroyed from these 3 things and keep them from reaching their goals. Remember, their goals are your goals too.

12. Identify all the points in their process that have failed

An expert staff member may leave because she is too frustrated. If only a little more attention was paid in the right areas, she would shine. Most office staff don't have the tools to understand what they are feeling at the time, how to fix it and what to do next and its paralyzing for some.

13. Watch For and Note Successes

Sometimes people naturally luck out and say or do certain things that make people pay you or feel good instantly. Take a note of that and teach it to the other staff members. Become a student of successful interactions.

Corning example: Top salesperson didn't say much , he just went to prospects and hit a glass (the glass he wanted them to buy) with a ballpene hammer. It didn't shatter and he closed practically every deal. Well, they showed that technique to other staff members and the company's overall revenue climbed. And so can yours.

14. Accountability

This is one of the most important tools. They have to be held accountable for their progress. Have daily meetings. One in the morning to discuss daily goals, one in the evening to discuss successes/results. Listen in on their conversations occasionally.

15. Lastly, Make Them Proud To Be Influential in your Office.

Nothing happens in this world without someone influencing someone else. Explain to them that its in the patient's best interest to go along with your diagnosis, or come in to your office instead of others because you offer high quality health care services.

In general, staff members are only as good as their training. With the proper tools, you can shape dental staff to your will without all the frustration at their lack of performance. And if you show them how to use those tools themselves, you can create a legion of super staff.