

Video One

How to Ask Patients to Refer Their Family Members and Friends

Getting new patients from your existing patients can be done professionally and without stress. You do not need to seem needy nor desperate. You do not need to act like a salesperson nor use pressure.

You never say, “You owe us a referral!!!”

At first, asking for referrals can be scary. But once you ask a few times it becomes easier. After you generate your first new patient, your confidence will soar!

Never feel your requests are being rejected. If you are cheerful and sincere, patients will not feel bothered nor offended by your requests.

Of course, do not ask unhappy or rushed patients for referrals. Wait until they are pleased with their care and willing to chat.

So the first thing you must always do, before asking for a referral, is to fish for a compliment.

Video Two

How to Fish for a Compliment

“How was your visit today?”

“Good, thanks. Oh wow, gotta go!”

“OK! See you on Tuesday.”

“Yes, Tuesday.”

So of course, in this situation, you do not ask for a referral. You fish for a complement again on Tuesday. . . .

“How was your visit today?”

“Fantastic! I was worried it would be painful, but it wasn’t!”

“Wonderful! That’s what we work to accomplish with ALL our patients.”

The stage is now set to ask for a referral.

Video Three

Five Ways to Ask Patients to Refer Their Family Members and Friends

Now that you have gotten a complement from the patient it's time to ask for a referral.

To do this, learn the five methods in these videos. Practice them and start using them on a daily basis.

To keep it simple, we will use dental office examples, but they work well with all other professions.

Let's get started!

Method #1: Just Ask

“Do you know anyone who should come see Dr. Jones?”

“Actually my neighbor Jill. She's always complaining about her teeth problems.”

“I'm sure we can help her. How can we arrange to have Jill come in?”

“I'll just tell her to call you.”

“OK, great! I'll give you one of Dr. Jones' cards with my name on the back. Have her call me and I'll set up an appointment.”

“OK, thanks! I think she'll love it here.”

Video Four

Method# 2 “We are Expanding”

If your reception area is full and patients often have long waits, do not use this approach.

If your practice is well-organized and totally awesome, patients might assume your schedule is completely full.

They may be surprised to hear you are accepting new patients!

“Thanks for the compliment Joe! You know, Dr. Jones has decided to expand our practice, so we're now accepting new patients.” “Do you know anyone we can give the same good dental care we give to you?”

“Oh? That's great! Yes, a couple of my staff and their families just moved here from New York. I think they would love you guys.” “Should I just have them call?”

“Yes. Have them call me directly. Here’s a couple of Dr. Jones’ cards with my name on the back. Tell them to call me and I’ll get them into the schedule.”

“OK, thanks. I’ll pass them out and tell them to call you right away.”

“Awesome! I’ll make sure they get VIP treatment!”

Video Five

Method #3: Take an Interest in patients’ Family Members

If you are interested in these potential new patients, they may soon become interested in you.

“How’s your mother doing? Has she recovered from her operation?”

“Yes, she’s back to normal. Thanks for asking!”

“Good! I was wondering, is she happy with her dentist?”

“Yes, she loves her dentist, but it’s an hour drive for her.”

“That’s good. She should keep going there unless the drive gets to be too difficult for her. Let her know we’ll always be available for her if she wants a good dentist who is nearby.”

“I will, thanks!”

“How’s your son doing? Is he still in college?”

“No, he graduated in June! He’s home now, looking for his path.”

“We’ve all done that. I’m sure he’ll find his way. After all, he has a great mother!”

“Thanks,”

“Do you know if he’s seen a dentist in a while?”

“I don’t think so. I should probably get him to come here soon?”

“Yes, that would be a good idea. Have him call me personally and I’ll get him right in.”

“I will. Thanks Jill!”

Video Six

Method #4: Compliment the Patient

After you have fished for and gotten a compliment from the patient, give a compliment back to the patient. Your compliment must be based on something you truly like about the patient.

Then ask about friends and family members who are like the patient.

“I’m glad you had a great visit today! You know Chris, you’re one of our favorite patients, You’re always on time, you take good care of your teeth and you’re always cheerful”

“Thanks Jill.”

“If you have any friends or family members who are anything like you, we’d really love to have them visit us, as well.”

“Now that you mention it, a guy at work was complaining about his dentist. He’s a really happy guy, and it was strange that he was complaining about anything. Said he’d never go back there.”

“That’s not good. You should tell him about Dr. Jones and give him this card. Tell him to call me directly and I’ll ensure he gets a great appointment and our best VIP service, because he’s your friend.”

“OK, good idea. I’ll do it tomorrow. Thanks!”

Video Seven

Method #5 How Can I Ever Thank You?”

There are times when you, or someone in your office, makes a patient very happy and quite grateful. For example, you squeeze in an emergency case, quickly numb the pain and fix the problem.

You also take advantage of opportunities to give favors to patients. For example, you help a patient fix a flat tire in the parking lot, arrange for childcare or transportation, or spend some extra time calming down a terrified patient.

These grateful patients will say something like, “How can I ever thank you?”

And then you say. “Send us a new patient and we’ll call it even.”

Or you can say. “You don’t need to do anything, But I would appreciate it if you will recommend my practice to others, okay?”

“I’ll do it!”

Video Eight

Practice Makes Perfect

There's always a gap between knowing information and putting it into application.

You read the steps of a procedure, but before you try to do it, you must first drill or practice the steps.

Information + Practice = Application

For example, a nursing student knows the steps for giving shots. However, before she starts injecting patients, she drill or practices giving shots. She gives dozens of injections to an orange. She then gives (and receives) shots from other students, until she gives perfect injections with confidence.

She is now ready to give injections to patients.

You can do drills to learn how to do anything. For example, if you practice asking patients for referrals, you will feel more comfortable asking them. You will also get more new patients.

“OK, let's practice asking a patient for a referral.”

“Sounds good.”

“Pretend I'm a patient. Do the first step and fish for a compliment.”

“So Jill, how was your visit today?”

“OK I guess I'm feeling kind of dizzy.”

“That's not good. Have a seat right there. Do you want some water?”

“OK, That's good. Let's do it again.”

“OK”

“So Jill, how was your visit today?”

“Great! My friends think I'm crazy because I enjoy dental visits, I do like it here.”

“Wonderful Jill!” “So do you want to give us a referral?”

“OK, Good job on getting the compliment, but not a good question to get a referral.” “Let's do the referral request again. Since Jill brought up her friends, ask if any of her friends need a dentist,”

“Got it.”

“So yeah, good visit! My friends think I’m crazy because I enjoy dental visits. I do like it here.”

“Do any of your friends need a good dentist? Maybe they would learn to enjoy dental care like you!”

“Good point! Yes, two of them need some work on their teeth.”

“OK, great. See you next time!

“Much better.”

“Let’s do it again, This time, give me some cards for my friends, Tell them to call you directly and promise you’ll treat them like VIPs.”

“Oh yeah, OK.”

“So Jill, how was your visit today?”

“Great! My friends think I’m crazy because I enjoy dental visits, I do like it here.”

“Great Jill”

“Do any of your friends need a good dentist? Maybe they would learn to enjoy dental care like you!”

“Good point! Yes, two of them need some work on their teeth.”

“OK let’s get them in here. They deserve it.”

“I agree!”

“Here are tow cards with my name on the backs. Give them to your friends and tell them to call me directly. Because they’re your friends. I’ll give them VIP service!”

“Awesome! Thanks!”

“Very good. How do you feel about the drill?”

“Good but I’m not sure I’ll feel comfortable doing it with an actual patient,”

“I understand. That’s why we’re going to do this drill a few more times.”

“OK”

“Start by fishing for a compliment.,”

(Time passes)

“That time was perfect! How do you feel about the drill?”

“Great! I feel totally comfortable with asking patients for referrals.”

“Excellent! Ask a few patients this afternoon and let me know how it goes.”

“Will do!”