

The ORTHO and TC Dance!

DR. WILLY DAYAN AND LAURA CAFIK-MARTIN DON'T SKIP A BEAT DURING THEIR CONSULTATION.

*LEARN HOW THEY CREATE A WOW EXPERIENCE EACH AND EVERY TIME
BY CUSTOMIZING THEIR APPROACH TOGETHER!*

1. Base your consultations around the personality profiles. Speak their language.
2. Get their story & dominating buying motive. (DBM)
3. Take the sales pictures to unmask irregularities.
4. Don't be late for your job interview. (Initial exam is a job interview.)
5. Overhear psychology. People listen more to what is said about them, then to them.
6. EDUCATE, don't Dictate. Getting patients to want what it is we know they need.
7. Don't talk your patients OUT of treatment. Problems should be worse than the solution.
8. Never ask them to do something they haven't asked you for first. Get your patients to ASK.
9. Believability, Likability, Trust. (BLT)
10. Practice makes perfect, when patients are in the office, its GAME TIME!



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Dr. Willy Dayan and his Treatment Coordinator Laura Cafik-Martin
For more information, please visit: YourOrthoCoach.com



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A Monumental Experience

