

COMPELLING REASON	ESTABLISH REASON TO HANDOVER	INTRODUCE & EDIFY ASSOCIATE
<p>Bob,</p> <ul style="list-style-type: none"> • problem • consequence • implication • seed concern 	<p>Bob, this treatment is important and it can't wait.</p> <p>The challenge that we face is that the next available appointment is . . .</p> <p>(outside the desired time frame)</p>	<p>My strong desire is that this is treated in a timely manner. For that reason, I'd love to introduce you to my associate Dr. Peters. She is an expert at this particular type of treatment</p> <p>In fact Dr. Peters is my dentist</p> <p>OR</p> <p>Dr. Peters has done this type of treatment for many of our patients</p>
TEST FOR ACCEPTANCE	REMOVE RISK / OBJECTIONS	REITERATE COMPELLING REASON
<p>How does that sound to you?</p> <p>OR</p> <p>Are you ok with that?</p>	<p>If I have a change of schedule prior to that time, I'm more than happy to do that treatment myself</p>	<p>I just don't want to leave this because of</p> <ul style="list-style-type: none"> • problem • consequence • implication • seed concern

SOCIAL	<p>INTRODUCTION</p> <p><i>Nice to finally meet you. I've heard a lot about you.</i></p> <p><i>It's good to have a face to put to the name.</i></p>	<p>ALIGNMENT</p> <p><i>Your name came up in conversation the other day and Dr. Green mentioned ...</i></p> <p>(something interesting about them OR an interest of theirs)</p>	<p>LEVERAGE RELATIONSHIP</p> <p><i>He's bound to be curious when I see him next, tell me ...</i></p>
	CLINICAL	<p>CHECK IN</p> <p>BEFORE STARTING</p> <p><i>Last time you were in you mentioned 'x' to Dr. Green. How's it going?</i></p> <p>(OR)</p> <p>DURING EXAM</p> <p><i>You will probably recall that Dr. Green was keeping an eye on 'x'. Now I know why he was keeping an eye on that</i></p>	<p>COMPELLING REASON</p> <p><i>You'll probably recall ...</i></p> <ul style="list-style-type: none"> • problem • consequence • implication • seed concern