

Client Testimonial

I am the greatest sceptic when it comes to dental consultants, having had bad experiences in the past. Tracy was recommended and I reluctantly called her. I had a long session on the phone interrogating her – which did not faze her at all, before decided to work with her – still very sceptical.

We have only had 2 training days so far but are already seeing the results.

I was surprised at her approach. It was very simple but effective, without doing the sell-sell I had expected. She got the team on board by getting them to realise that this training was for their benefit as well as mine and the practice. She was able to guide each of us into changing our way of working to get patients what they want, not sell them what they don't. She worked with each team member to bring out their strengths not highlight their weaknesses.

I was amazed at how the team just took to what she said. When I struggled with changing very ingrained behaviours, she helped me find different ways to talk to patients that didn't feel wrong, even if a bit out of my comfort area.

My greatest surprise is how much effort she puts in between sessions. She has regular contact with me and individual team members, helping us and guiding us to the next phase. There have been telephone practice sessions and mentoring for any of the team that need it.

Working with Tracy is not just having training days, her walking away and us forgetting what she has taught. She really is in it to get me the practice I had hoped for.

We are getting busier. There are more new patients. We haven't done any additional marketing so this is all down the change in the way we handle enquiries. I am doing more dentistry than I would have done, by me asking the right questions.

Anyone who wants their practice to be better than it is, whether in terms of the dentistry you do or the profit you make, I recommend to work with Tracy. Have an open mind, even to the simplest changes she suggests.

I am enjoying the business and now I now really believe I can get that practice I want.

Kate Warwick
Shrewsbury

November 2008