



## Segment One - Introduction and Doctor's Meeting

Welcome to Segment One of Dustin Burleson Seminars. Before we begin, we'd like to quickly introduce you to what Burleson Seminars is all about. We are one of the fastest growing and highest paid orthodontic practice management and consulting firms in the world. Dr. Dustin Burleson currently has over 1900 clients located in 24 countries and is consistently growing those numbers. Dr. Burleson is dedicated not only to his patients, who are number one, but also to helping to grow orthodontic companies all over the world by building marketing and business strategies which will generate millions of dollars in revenue for his clients and privately held practices. To date he has produced over \$300 million in revenue through his trainings and, if followed, promises you the outstanding results and success he has been able to achieve in his practice.



Dustin Burleson has been named, not only once, but twice, in the Inc. 500 list of fastest growing companies in North America. In keeping with his promises to spread his knowledge and expertise on to others, he has published several best-selling books for consumers and orthodontists alike. He has been awarded the American Dental Association's prestigious Golden Apple Award and the Missouri Dental Association's Outstanding Dental Leadership Award. In addition, Dr. Burleson has been named the kindest Kansas Citian in 2014 and has been featured in newspapers, magazines, and television interviews all across the country. His compassion is second to none. He has unselfishly provided over \$1 million in free orthodontic care each year to

children in need, a legacy he is most proud to give. His privately held practices have expertly served over 30,000 satisfied parents and patients. These individuals have traveled from cities as far as Chicago, New York, and San Francisco, all to be treated in one of Burleson's "by invitation only" clinics.

In order to learn Dr. Burleson's new patient presentation marketing systems, orthodontists from all over the world began traveling to Kansas City to attend his famous "boot camp". We are most happy to announce that you will no longer have to travel to receive this training as we introduce Dr. Burleson's one-of-a-kind, at-home training program with all of the benefits, behind-the-scene coaching and step-by-step instructions required to learn this exclusive treatment coordinator system and new patient exam process.

Let us first go through some frequently asked questions with regard to the expectations and goals you can expect to achieve through this exclusive training.

**First of all, why would you hire Burleson Seminars to do an in-office training?**

**What are the things that you notice the clients are most frustrated with?**

**Honestly, why would they bring someone into their office?**

Answer: Most of these clients are chugging along, they're chugging along, trying to get their numbers up, but they just can't seem to push past 55% a lot of times, sometimes even 45%. Hence, that's why they bring us in, so that we can get them to 85% and higher because it's more than definitely possible. So, basically we see our average practice size is around 2.3 to 2.5 million. However, there's a range between brand new practices and offices who are doing above ten



million, but they've reached a plateau where they want to take that step to the next level. And in getting that, they're losing all the new patients that are already showing up and coming in and just not saying yes. So this typically is a way for them to take a successful practice and elevate it to the next level.

**So what type of results do you typically see pretty quickly within the first month or two after somebody brings in an office trainer?**

Answer: Well, it's pretty exciting. Usually after a week, they're reporting back to us saying, "Wow, we got 100% conversion, or we got 90% conversion." They're bringing people back, they're same-day starting which is something that a lot of doctors have never done before, so it's just really rewarding for them and for us to see those amazing results right away.

**Why would you say most offices don't ever make that switch from staying at the average at 55% or 60% to boosting above 85% or 90%. Why do you think they don't actually make that connection?**

Answer: Actually, they're not paying attention to it most of the time. Or, in the interim, they're paying attention to the wrong things. They don't always understand the sales process. Therefore, they bring us in because we understand the sales process, and they just need a boost. They need to figure out why their TCs aren't converting, and they need to figure out why the doctors aren't

converting. Because a lot of times they blame each other, and that's just not the reason. So they both need to understand the fundamentals of sales training and understand that sales isn't a dirty word. It's actually really empowering for the staff and for the doctor.

**What would you say to someone who's been doing this job for 20 to 30 years as a treatment coordinator, and coming in and maybe looking at things a different way? How do you approach that with a treatment coordinator who's been in the job for a long time?**



Answer: The best answer I can give is to just be open to it because there's always something new to learn. The doctors need to be open to learning new things. Treatment coordinators should be open to learning new ideas and trying new things. We actually found that the people who are most resistant at first are the ones that are turning around the next week and saying, "We got 95% conversion," and we same-day started five people in one day!" Sometimes people think that having a script and having a set way of doing things is very constrictive but we actually see it as being really empowering, in that when you walk into that presentation, you're so confident in your ability to help that patient, help that parent, that it actually does free you up to pay better attention to serving the patient. You can actually remember their name, listen to what they do for a living, and talk to them about their vacation versus always doing the same old boring presentation. And that is what people like! And we have a saying – "Every presentation is like God's system for snowflakes, no two are alike.



**So first step, you show up at a new office and they've had an interest or they've seen results or talk to a friend who has hire Burleson Seminars. What does that look like from the beginning and what does that day feel like? What are you going over in that process?**

Answer: First, before we even go there, we review goals with the troop coordinators, the doctor, the staff, and the office managers. We want to ensure that we know exactly what their most important goals are and what we need to accomplish while we're there. We then review Kolbes so that every time we arrive, we want to get a Kolbe on everybody in the office so that we are well informed as to how everyone is communicating with each other.

**For a doctor or a team member who is not familiar with the process,  
what exactly is a Kolbe?**

Answer: A Kolbe is not an IQ test and it's not a personality test. Instead, what it is relates to your conative skills. So it's your natural instincts and how you like to get things done. Everyone is different. There's no right or wrong. It's not like one's better than the other. It's just how you communicate with each other. And it is vital to how you practice

So we run across a lot of treatment coordinators who will approach this as a very data-driven process. When faced with objection, they sometimes freeze up and can't think about how to

actually help that parent with a question, or they see the question as an objection, or they actually see any little deviation as an obstacle. How much does that cost? Or, how much will my insurance cover? They tend to see this as a roadblock, when in reality it should be used as an opportunity. Look, we've talked about this for years. Parents don't take an hour out of their day, get their kid out of school and drive to an orthodontic office just because they're curious whether or not you accept insurance. They're doing it because they want to help their kids.

**So how does a treatment coordinator make that switch where they are finally able to get my inherent mode of doing things? How do they discover if they are a fact-finder, need a lot of data, are a quick-starter or, just simply can roll with the punches? How do they learn that and help use it so they can actually serve the patient better?**

Answer: I'm a fact-finder, so I think a lot of our treatment coordinators are fact-finders also. The good thing about the Kolbe is that you learn to understand your skills and where you're at, that way you can help others with your skills. When a patient/parent comes in, you are better able to tailor your sales process to them. Hence, being aware of your own Kolbe will help tailor everything to them. In that way you can present your sales process as you're supposed to, but you can also tailor it to fit the needs of the patient.



**Now, back to the original question of what are you going to do when you show up to someone's office?**

Answer: Okay, to sum it up as best I can, I would go through what stats they are looking at and areas where they want to focus on. And then we sit down and talk about exactly what we're going to do and then we actually create some goals formulated for the day. After that, it's really systematic role-playing and scripting and training so that your treatment coordinators walk out of the office with tons of confidence in their ability to help more and more patients say yes.

You will learn not to increase your marketing expenses at all. You just get better at helping your patients say yes. We will set out that day so that at the end of it, the doctor and staff have a clear plan on where they're headed in the next 30 to 90 days. It really is as simple as that!

Then from there we go into a little bit of the theory, and then the big fun part of the day is the role play. That's what everyone raves about because they now they don't just know what to do. They now know how to do it. You will learn about inflection, tone and sales scripting.





What does the next 90 days look like for someone who's brought in a trainer from Burleson Seminars, how do they then move forward after they've got the training to keep them motivated?

Answer: A lot of times we'll schedule phone calls, like coaching calls with doctors, the staff, the TCs, because they're going to be asking different questions. They will be able to tell us about their objection. There's an objection list that they're going to get via email that they fill out and send back to us. So that way we can help assure that those coaching calls are truly effective.



**NEXT STEPS: Be sure to watch the video or listen to the audio file then take the quiz to test your knowledge and comprehension of the concepts presented in this segment.**