



Creating good relationships

Jane Lelean looks at how you can keep everyone happy and create good relationships with your patients, your staff and yourself

In the current financial climate, people are becoming very choosy about whom they spend their money with. With so much doom and gloom around what I have noticed is that the businesses that are booming are those that give their clients a 'feel good factor'.

At this time it is essential that you focus on consistent and excellent customer service. There are plenty of other businesses around that offer the same or similar service to you. How do you treat your clients and prospects differently so that they feel compelled to buy from you and refer their contacts to you?

Excellent customer service costs very little and yet in my experience, it is generally overlooked. However, it is important to remember that customer service is often the main way your clients and prospects judge the quality of your product.

Love your patients

Listed below are some of the things that make for good customer service:

- 1) Greeting clients with a genuine smile that expresses you are pleased to see them
- 2) Being prepared, researching and knowing why they are coming to see you
- 3) Remembering their name and other things of significance
- 4) Acknowledging important dates, birthdays, anniversaries, etc
- 5) Spending time finding out from them what their wants and needs are, not making assumptions
- 6) Offering solutions to their individual situation.

Of course, this list is not exhaustive and I am sure you can add many more things to it.

Now is the time to meet with your team and agree how you are all going to improve your customer service, so you are able to make your clients feel a millions dollars every time you have contact with them.

'Your practice cannot function without a great team. Regular appreciation of those that you have will save you a great deal of time and money replacing them when they feel taken for granted'

Love your staff

Patients are not the only people who need the 'feel good factor', your staff do too.

How often do you acknowledge your staff and how hard they have worked? In so many of the practices I visit, acknowledgment of the staff is limited to a Christmas meal, and then the principals wonder why the staff do not give their all.

I would encourage you to put into place ways to show that your staff are appreciated daily, and notice the amazing effect this has on your team and the practice atmosphere. Things you can do immediately include the following:

- Consciously find every member of staff doing something well each day, comment on it and say 'thank you'
- Say 'good morning' and 'good evening' to each team member, with a smile that shows that you are genuinely pleased to have them working with you
- Schedule review meetings every three months, so that you find out what makes each of them tick
- Remember their birthdays and anniversaries
- Arrange seasonal staff social events.

Your practice cannot function without a great team. Regular appreciation of those that you have will save you a great deal of time and money replacing them when they feel taken for granted.

Love yourself

So far I have encouraged you to spend time looking after your clients and your staff, now it is time to make sure you look after yourself.

In my gym there is a poster that quotes Jim Rohn:
'Take care of your body, it is the only place you have to live.'

When I am working with my clients on health issues time and time again we discover that the symptoms are actually messages from the client's body that something specific must change. This has been true for clients suffering from headaches, eczema, diabetes, joint disorders and eyesight problems. What is remarkable is that they have listened and understood the messages from their body, as soon as they follow they follow their own advice, their symptoms disappear. What they also notice is that the symptoms often start quietly and increase as if someone is raising their voice to get their attention.

If you are currently experiencing a health challenge or symptom, consider this is a communication from your body, what is it trying to say to you? If you were to take note what would you do differently?

Remember, as George William Curtis said 'happiness lies first of all in health'. **PD**



Jane Lelean is speaking at Private Dentistry magazine's annual seminar on Friday 23 October in London. To book your places call Independent Seminars on 0800 371652 or visit www.independentseminars.com

[Comments to pd@fmc.co.uk](mailto:pd@fmc.co.uk)

Dr Jane Lelean is an accredited coach with the International Coaching Federation and is a member of the Association for Coaching. Jane has gained over 20 years experience of running a business and being involved in patient care as a dentist and business owner. Having trained as a coach for the last few years, Jane has now sold her dental practice to dedicate herself full time to providing coaching, NLP and training to business owners and individuals who have a desire to make their careers, life and relationships healthier and wealthier. Jane can be contacted on 01296 770462 or at jane@healthyand-wealthy.co.uk.