

Want a \$100,000 Black Friday?

And Why Black Friday Sales Are Comparatively Insignificant!

11-22-22 Hello! For over a decade, on BLACK FRIDAY many of our clients have been VERY PROFITABLY offering their patients a significant discount on any remaining treatment that needs to be completed. Many will charge \$0 for the patient's restorative co-pay ONLY on that day...others will charge a discount on co-pays...or discount the full fee amount...but ONLY if the patient comes in on that BLACK FRIDAY...the day after U.S. Thanksgiving!

The results have been SPECTACULAR. Daily collectable production has reached \$100,000 per day & way above. Please consider offering the same one-day BLACK FRIDAY special to your “uncompleted treatment” patients. **It is not too late.** Just identify those in your database files with uncompleted treatment...systematically call them, text them & email them. Use all media suggested! Use the following script. When calling, expect that you will encounter voicemail 90% of the time. Leave the following message. They WILL call you back later.

“Hello, XXX. This is Julie at Dr. Smith’s office! We want to ensure that your dental & overall health is the best it can be. You still have a bit of needed dental care that FAIRLY URGENTLY needs to be completed. As you call us to make an appointment on this upcoming BLACK FRIDAY, your care will be completed at (EXAMPLE VARIABLE: a 30% discount/ with no out-of-pocket expense to you)...but ONLY on this upcoming BLACK FRIDAY! Please give us a call at 555-555-5555. We are looking forward to seeing you then!”

We suggest incentivizing “reactivation” & all staff on the basis of the number of appointments filled & patients seen on this BLACK FRIDAY. NOTE: It is our experience that if staff are NOT incentivized...your BLACK FRIDAY schedule will be comparatively empty!

Where’s the \$1M+ You “Left on the Table” Over the Year?

We commonly find **millions of \$ in uncompleted treatment plans**...over one year...in many client offices. In the business world, the rule is to **STRIKE WHILE THE IRON IS HOT.** We look at ALL the dental practice data that we can compile...& compare this with worldwide general business trends. For every one patient that returns on BLACK FRIDAY, there are likely many hundreds of additional patients over the past year...with needed care...that **DID NOT RETURN!**

How is it ethical or good business for us to allow so many patients with uncompleted treatment to leave without proper care? Wouldn't it be wiser to NOT let the patient leave without an IMMEDIATE restorative appointment made...& deposit paid? Who cares if it is at a discount? **WHY WAIT FOR BLACK FRIDAY? A discounted fee is better than NOTHING!** Many of those previously diagnosed will have gotten their work done elsewhere...a few have moved out...& some were so irritated with unreasonable fees (to them!) that they would NEVER come back to you! **Yes, we suggest making EVERY day a “BLACK FRIDAY!”** jc