

# What is the first step in getting patients to say yes?

The answer may surprise you.

It is the belief you have in yourself and what you do...and the transference of this in such a way that evokes **trust** from your patient.

Is trust a fact or a feeling? If you are honest, you will acknowledge that it is an emotional state that allows you to believe what someone else tells you to be true.

I know quite a few continuing education junkies who are indeed very good at what they do. Many cannot get the just rewards from our profession simply because they cannot create the passion in their patients that they themselves have for dentistry.

They spend all their time concentrating on science, logic and education. Facts.

People don't decide based on facts...initially. They decide emotionally and back up their decision with logic. Emotion is first.

Unfortunately, our profession has been misled by well meaning clinical leaders and dental schools that tell you all you have to do is to explain the logic of the situation to get patients to say yes.

That is a lie.

It is a well-meaning lie, but, nevertheless, an important untruth that has been responsible for the very limited success and often failure of dentists in their practices.

**People decide emotionally. It is hard wired into the brain.** That is a fact that is ignored. You have a portion of your brain that is an emotional center located in the prefrontal lobes. When this area is injured or its connections severed, the ability to decide is gone. This came from the study of brain injury victims.

So don't try to overcome what Mother Nature provided. Work with it. Learn to understand it. Accept it for what it is instead of clinging steadfastly to the logic/education model of case acceptance. (Yes, you should educate but only in the context of information being part of the process.)

The very first part of the formula is to believe in what you do and to pass this belief on to your patient. Frankly, *it is an obligation you have to serve your patients better.*