7 Strategies for Overcoming Prospective Patient Hesitation

“We’d like to think it over” – six words you probably hear quite often from prospective patients, especially after you have given them the price for implant treatment. Do you feel like the potential case is slipping away? Do you scramble to tighten your grasp on the patient? Too often, that tightening causes the case to slip through their fingers.

Here are seven strategies that will help you and your staff overcome patient hesitation:

- Try to anticipate objections your prospective patient may raise. That way you can be prepared to deal with them early on and impress the patient in the process.
- When objections arise, use probing questions to help the patient discover the answer for themselves.
- Put yourself in their shoes, and try to understand what they want and what you need to do in order to satisfy those needs. The bottom line is something’s stalling the decision. You’ll need to do some legwork to make the obstacle disappear.
- Ask your prospective patient for suggestions about how you can move the decision forward.
- State that you understand their position, even if you don’t agree. Center your thinking on solutions to their problems, as opposed to stewing over your presentation being thrown off course.
- Track the objections you hear and at what point in the presentation they occur. You may find prospects are reacting to something you’re saying (or not saying).
- Prepare a list of common objections and responses in advance. Practice the responses, so when objections arise, the conversation will continue to flow naturally.

*Adapted from the book Top Teaming by Lawrence Levin, President of the Levin Group, a global management consulting firm.*