

PLAST

PLAST is a five step process that when followed correctly and consistently will lead to creating value 100% of the time. One key factor in making the process work is to always remember it isn't about you so put your focus on the patient and become their "trusted advisor".

- P Probe-** Ask open-ended questions that will help you discover patient's wants. What or how questions are best. "What is the most important thing to you about your teeth?" Remember not to stop short with these questions until you get emotional value answers, not dental answers. If you get a dental answer continue asking until you get an emotional value answer. "So keeping your teeth healthy is most important, we actually hear that a lot, what is important about that for you?"
- L Listen-** Listen specifically for emotional values and write them down. Continue asking and listening until you have more than one and preferably three emotional values. Remember if you can't feel it, it isn't an emotional value. Develop rapport along the way by using listening skills such as mirroring.
- A Amplify the pain.** –This step is key and specifically what has the patient "own" the problem. You want to really allow them to roll around in the pain of their current emotion or have them really feel the lack of the emotion they are after. Do this by asking past, present and future questions. How has this problem affected you in the past, how is it currently affecting you, if you don't get it taken care of now, how will it affect you in the future.
- S Save Them with Benefits** – As they should now be in the throws of feeling the pain, and really owning the problem, you can now save them, not with the dentistry, but with the benefits that the dentistry will give them. IE verbatim, what they told you was important to them about their teeth. Do this by saying here is the treatment you need, and what that means to you is....
- T Trial Close** – You are now safe to move about the close of the sale. It is a trial close because if you have gotten all the values it can be closed. If not, simply start back at the top and move back down the items. There are many closing techniques available and certainly beyond the scope of this writing. The main thing is to make sure it is closed before releasing it to the financial coordinator, if not it can't be close financially.

