

Telephone Control



Telephone Equipment



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The Bare Essential

- One Line devoted to Incoming Calls
- One Line devoted to Outgoing Calls and Faxes

What are Your Objectives when answering the Telephone ?

- To make the Caller feel Welcome
- To avoid Telephone Blockers

Telephone Blockers

Anything that might stop the
Patient wanting be a Patient of the
Practice

How to receive Calls

- Greeting
- Identify the Dental Practice
- Identify Yourself
- How may I help You?

How to receive Calls

- Good Morning/Afternoon
- _____ Dental Practice
- _____ speaking
- How may I help You?

Answer the Telephone
after the
First Three Rings

Common but
Uninviting Greeting

“Surgery”

“Dental Surgery”

“Surgery, Jane speaking”

“Good Morning, Surgery”

“Good Morning,
Mr Smith’s Surgery”

“Mr Smith’s Surgery”

“Dental Practice,
Sarah speaking”
Slightly Better

“Good Morning
Stuart Orton-Jones Practice
Mary speaking
How may I help You?”

Dentist Calls

How do You deal with the following Calls

- Friends of the Dentist
- Other Dentists
- Other Professionals
- Patients
- Salesmen

*Any Calls that cannot be
handled by someone else*

If a Dentist wishes
to speak to another
Dentist on the
Telephone about a matter
concerning a Patient

Outgoing Calls

Be polite

Be brief

Be to the point

Be in control

Positive Telephone Control

Principles of Business Telephone Usage

Telephone Assertiveness

*Are you in Control of
Your Telephone Calls?*

The Advantages of Telephone Assertiveness

- You feel Better
- You achieve more

Dealing with Talkers

- If you Interrupt
- What do Talkers say when You interrupt
- “Terribly Sorry talking too much”

The Talker Walker Stories

Telephone Calls to the Dentist

Your Objectives

- To help the Caller as much as possible
- To make the Caller feel that the Dentist is available to speak to them (even if he is not)

Your Objectives

- To identify What the Caller wants
- To solve the Caller's Problem if possible
- To let the Dentist know what the Caller wants

Your Objectives

- To let the Dentist decide whether he wishes to speak to the Caller
- To avoid the Caller feeling that they have been deliberately blocked

The Tripney Story

Answering Telephone Calls to the Dentist

“May I speak to
Dr _____”

Response

- “Yes Certainly”
- “Is there Anything I can help you with?”

Response

- Caller Answers “Yes”
- Help the Caller as appropriate

Reply from Caller

- Caller Answers “No”
- “May I say Who is Calling?”
- You may recognize the Caller and be able to help them

If Not

- Say “May I tell him what it is concerning?”
- You may be able to help them

If the Caller withholds
their Name

Become suspicious

If you are unable to help the Caller

- Inform the Dentist who is on the Telephone
- Let him decide whether to take the Call

If You can't solve
the Problem

Decide whether or not
to consult the Dentist

If You can't solve
the Problem

Decide whether or not
to consult the Dentist

Write the Query down and
show to the Dentist

Do not inform the dentist
in front of The patient

The Patient should be
unaware of the possible
Interruption

How to decide whether or not to consult the Dentist

- Is the call an Obvious Waste of Time?
- Is the Dentist engaged in a previously agreed Uninterruptible Activity

How to decide whether or not to consult the Dentist

- What is the agreed Strategy?

What are the Advantages of the Dentist taking the Call?

- It may get the Problem solved immediately
- This saves Time
- Calling back later may inconvenience the Original Caller

Decoying

- When the Dentist needs to answer the Telephone
- A Member of Staff engages the Patient in Conversation

Telephone Blockers

- “May I speak to Dr Jones?”
- “He is with a Patient”
- Whether this is a Justifiable answer or not, it is a Blocker

This Response should be
avoided at all Costs

- Even if there is a Practice Rule
that the Dentist will not be
interrupted when with a Patient

If This is the Rule

- Answer “Is there Anything I can help you with?”
- If the Answer is “No”
- Say “May I say what it is concerning?”

There is a Chance You
may be able to help

This prevents
interrupting the Dentist

If You unable to help

Write a Note and Show it
to the Dentist

The Dentist decides
whether or not to take the
Call

If not

Then Use a Blocker

By this Time You have
appeared to be as helpful
as possible

You have not used a
Standard Blocker at the
Start

Telephone Call Synario

- SOJ “May I speak to Dr Bloggs?”
- Answer “He is not in the Practice today”
- SOJ “I’ll telephone him at Home”
- Answer “If You have his number”

Telephone Call Synario

- SOJ “Is His Home Telephone Number 01604 832 399?”
- Answer “It may be”
- SOJ “You did not tell me His Home Number did you?”

Telephone Call Synario

- Answer “No I didn’t”
- What are the Disadvantages of Giving out the Dentist’s Home Telephone Number?”

Personal
Telephone Calls
to and by Staff

Post Operative Telephone Calls

- “Dr_____ asked me to telephone to see how you are”

Two People can put
down a Telephone

Confirming Appointments

- Confirm the Patients whom you know are unreliable

Confirming Appointments

- “Good Morning Mrs Smith I am calling to confirm your Appointment tomorrow at 10.30

Confirming Appointments

- Do not call to “Remind” Patients

Postoperative Follow-up Telephone Calls

- To be made by the Assistant who was there at the Time of Treatment
- Telephone as frequently as is appropriate for that particular patient

Postoperative Follow-up Telephone Calls

- Stuart asked me to telephone you to see how you are
- Telephone as frequently as is appropriate for that particular patient



Fax Sheet

Stuart Orton-Jones

33, High Street, Harpole, Northampton. NN7 4DH England

Telephone:- (Practice) 01604 712170 (Home) 01604 832399

Fax:- (Practice) 01604 714221 (Home) 01604 832867

To:-

Firm Name:-

Date:-

From:-

Total Number of Pages

Home to Practice Faxing

Advantages

- Reduces Practice Stress
- Improves Efficiency
- Do it Now

Computers in Dentistry

Must
Computerize-itis

Patient Information

Appointments

Patient Notes

Accounting

Letters

Recalls

X-rays

Intraoral Cameras



Use of an Intercom System