Case Presentation Formula

"Why" **"Earlier you stated that it was really IMPORTANT for you…"**

+ Condition **"I'm CONCERNED about…"**

Consequences **"Because that LEADS TO…"**

Test Buy In **"How CONCERNED are you with…?"**

Commitment **"Wouldn't it make sense to…?"**

95/5 = Treatment

"…How do you FEEL about…?"

www.EricVickery.com   eric@allstardentalacademy.com