

Ep #99: Maximizing Your Marketing and Conversions with Dr. Christopher Phelps



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Dr. David Phelps and Evan Harris

[Dentist Freedom Blueprint](http://DentistFreedomBlueprint.com) with Dr. David Phelps and Evan Harris

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Christopher: I had heard Dr. Cialdini do a keynote lecture somewhere. I forget where I was. This was right at the time I'd sold the two practices and I had these problems. I heard of six principles and I thought, these are the essence of why I'm getting the noes. People say no to us directly or indirectly.

You are listening to the *Dentist Freedom Blueprint* podcast, with David Phelps and Evan Harris. Navigating you through the uncharted waters of a turbulent economy with straight-forward advice to, transform your practice into a self-sufficient cash machine, compound your net worth assets, and multiply, multiply, multiply your passive cash flow streams.

David: Good day, everyone. This is Dr. David Phelps of the Freedom Founders Mastermind community and the Dentist Freedom Blueprint podcast. Got a great call for you all today, a great interview with who has become a good friend of mine. We just happen to have the same surname, and that happens to be the great name of Phelps. Let me introduce and welcome my good friend Dr. Christopher Phelps. Chris, how are you doing today?

Christopher: Great, David. How are you doing?

David: Doing well. I have to say, the name Phelps, there's so many great people out there with the last name Phelps. Of course there's Michael Phelps. In fact, he grew up in your area on the East Coast. There's Michael out there who's been a great representative, at least in sports he has. I think he's got his life together too pretty well today. There's a pitcher now, I think he's with Miami, David Phelps. There's a David Phelps there. I'm going now for David Phelps. Like I said, I'm niching in here. Phelps name is good pedigree. I just wanted to throw that out

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there because I'm just a little bit biased, as I'm sure you are too.

Christopher: You can't go wrong with the greatest Olympian of all time having your surname. To supplement, one of my favorite wines, and international award-winning winemaker Joseph Phelps out of Napa Valley. Can't forget Joseph.

David: I'll tell you a quick story about Joseph Phelps. Joseph Phelps is a little bit of a distant uncle, but grew up in the same community with Joseph Phelps in Greeley, Colorado. It's where I grew up. That's where Joseph Phelps hails from. He opened his winery there in Napa many years ago. That was kind of fun, too. I've been out there too, as you have, and visited, and tried to use my name to get inside a little bit deeper, just use those connections. It's all good, good stuff there. You're carrying the torch very well, not only for our surname but also for dentistry. You've got a unique story in that I think, like all of us in professional practice, we got out of school and hit the ground running and you're excited about clinical practice.

You're a very entrepreneurial person, I know that from your story, how you got out and you multiplied your practice into practices. Then you figured out, you gave us some real epiphanies because you got into the mode that most dentists get to at some point in their career, usually on. That is, "I'm working really hard. I'm working really hard and my clinical speed's getting better and I like helping patients, but doggone it, the business part of making sure there's enough patient flow, and then making sure we get enough treatment booked, and too many gaps, and too many peaks and valleys. Some months or

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some weeks we're really great, and then other times we're really down." That starts to stress one out, right? The stress can become a mess at that point.

We're gonna dig into that a little bit today with you on the call because you've really got some great background there. I've got to hand it to you, you've gone deep, meaning you didn't just figure some things out, you did some advanced study. One thing I wanna mention right now is your most recent book that you have out, Chris, which is *How To Grow Your Dental Membership Plan: Secrets Behind My \$1.4 Million of Growth*. That's a great book and I'm just gonna throw it out there because I'd recommend people get it. You can follow up to what Chris is gonna talk about today. It's a great study, it's got a lot of five-star Amazon reviews on it. If you like what you hear Chris talk about today, I'd go grab that book. Let's go about your story. I'm gonna give a little bit of an intro for you, Chris, and then we'll go from there.

Dr. Christopher Phelps is an entrepreneur. He's a general dentist. He's an author who practices in Charlotte, North Carolina. In his first seven years of practice he grew the revenue of his practices by a factor of 10 times. Again, I'll say it, it's 10 times, going from two practice locations to four. After selling two of those offices for profit, Chris focused on maximizing the capacity of his remaining two practices, and had consecutive years of \$1 million revenue growth. That's growth at each of the two practices. Effectively, he was collecting with two offices what he had collected when he owned all four. That's huge.

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A major part of his success was the Call Tracker ROI program that he developed out of his own marketing needs and issues that he had at his own practices. With the Call Tracker ROI program, he was able to decrease his missed calls, that's a big piece we're gonna go into today, decreased his missed calls by 90%. That's huge. He increased his staff conversion, so that's once the patient's now in the door, having the appointment, increase the staff conversions of new patient appointments over the telephone from 24 to over 86%. Again, a huge multiple which helped increase his new patient numbers from 60 per month, which are very respectable numbers, to averaging over 300 per month. A five-fold increase, Chris, all while decreasing his marketing expenses by 74%. That's like the trifecta, right there, Chris? You hit it across the board.

People don't know about the Kolbe personality profiling, check that out. He's a certified Kolbe trainer. He's a key opinion leader to several large dental companies and understanding how to get new patients in the door. He's also an expert in the science of influence and ethical persuasion. For the last three years he studied under the authority in this field, who is Dr. Robert Cialdini, and was recently awarded the title of Cialdini Method Certified Trainer. Chris now speaks all over the world and he does a lot of great workshops on the influence of ethical persuasion. I'm a fan of Dr. Cialdini's. I have not met him personally, Chris, but like a lot of people, I have several of his key books. The one I refer to, which I think you've talked a lot about, is Influence, and what you learn there. I've talked a lot here. Why don't you dig in a little bit and go into a little bit of that backstory about your practices,

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and really what pushed you and drove you to study and become so good at what you've done in terms of the conversions with your marketing.

Christopher: I think Plato said it best, necessity is the mother of invention. It's kinda like I don't go looking for problems, but when I find one, just my personality type is I can't shake it until I figure it out, and I mean really figure it out. Get to the why behind it, and then figure out real solutions to get around the problem. I kinda made a bold move. Like you said, my original thought was growth for growths' sake. Let me just get as many practices as I could, and still trying to be clinical and see patients when I really needed to be devoted to being the CEO of my businesses, when you had four practices. That was tough. I decided that I needed to make a change. I did something a little nuts. I sold my two highest producing, least debt practices for profit and then took over my two highest debt, least producing offices. One was a cold start office that was about 10 months old. I was literally writing checks for 35 to \$40,000 a month on top of what we collected. That's a hard check to write.

David: That's a really hard check to write, no doubt.

Christopher: But it's a powerful motivator for trying to figure out what is going wrong and what are you gonna do about it?

David: Let me just ask you cause I think some people are thinking you had four practices, two were lower debt and higher producing. You decided to sell those. Obviously you got more return in terms of value for those practices. Some people might say, "Why didn't you sell the practices that were not doing quite as well and keep the ones that

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were doing well?" What was your thought process there?
Just curious.

Christopher: My thought process was as I got bigger I'd taken on partners, and suddenly the way I like to do business and I thought the secret for our growth and where we were to get to that point was getting diluted. I couldn't do it my way. I felt like if I could do it my way, and it wasn't that the other doc's way was wrong, it was just different. I'm sure if we'd have just gone one way or the other, we would have been right, but the problem was we just couldn't make a decision as partners. That's the worst thing you can do in business when there's things popping, is not make a decision.

David: That's such a good point. I just want people to get that. Heres the thing, Chris, and we both know this. When we get invested in something, both with time and capital, in this case the practices, and you have partners, you get deeply involved. Not quite as significantly as a marriage, but you get deeply involved. It's hard to give that up. You wanna keep pounding it out, pounding it out. I think you made the tougher but better decision by saying, "Look, this is not long-term to get you where I'm gonna go." That's a hard thing to do sometimes. I just wanna commend you for that, but also have people look and learn from your leadership there and how you made what was a tough decision but worked out obviously very well for you.

Christopher: Obviously on paper it was a huge risk. Very few would take that leap like I did. I really felt at my core that if I could do it my way, I could do more with those two offices than what I was doing with the four. I had to do it my way,

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and I had to get control of the business back, and so I did. To do that first, I had a lot of messes to clean up. One of those was my marketing. I was spending 36,000 a month in marketing to get those 60 patients, less than 30 at the other. I knew there was an issue, and I knew the old adage is half my marketing's working and half of it isn't, the problem is I just don't know which half is which.

David: Exactly.

Christopher: I had to get to the bottom of it. I knew the answer was on the telephone. I went looking at all kinds of call tracking softwares and systems that were available because, again, I don't wanna try to reinvent the wheel. If somebody had the solution I would have gladly paid for it. When I started looking into all these different services, I realized what they were. They were all just kinda copies of one or two main programs out there that somebody's put their name on. They really didn't get us the whole truth. I felt like they were scratching at the truth, like they gave us the half truth. It really wasn't what we needed the way marketing really works to figure out how to solve this problem. I like to thinking of it is there's two sides of the marketing coin. Is the marketing bringing in enough quantity, but more importantly, quality patient who spends enough to justify the expense.

The other side of the coin is what's our team doing with the phone calls? Are we answering the phone and are we converting? In my case, we weren't. We didn't answer 220 potential new patient phone calls from ad sources a month. We didn't pick up the phone. Voicemail, a busy signal, it was terrible. If we did answer, we only converted 24% of those calls into appointment. You can imagine

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that if 10 people called and only two and a half leave with an appointment, that ain't good. I knew I had to get that figured out, and listen to these calls and figure out why. Since nobody had the solution, as I said, then I felt like I had to build it myself. That was kinda how my call tracking system was birthed, Call Tracker ROI, out of my own necessities because I knew these are the things, and I like to keep things simple. I thought, I wanna get it down to the five main things that really decide what's making your marketing working, and if it's not, so you know why. Once I knew the why, then I could do some stuff about it to fix those things, and so I did.

David: You said a minute ago that you were pretty sure that the problem was initially with your phone conversions. You're pretty sure without having some tracking in place at that point, obviously that's what told you definitely there was a problem there. What was your gut feeling that that was the part of the reason? Did you just listen in to some of the conversations being had at the front desk? What was your clue? How did you know?

Christopher: I would look at some basic tracking data from another service that I had back in the day. It would say I had like 40 calls come in from my radio ad, let's say. I'd ask the front desk "Well, how many patients did we get from that radio ad [inaudible 00:11:53]?" They were like, "We got a couple." I'm like, "There's no way we got 40 calls and three people came in." When they were telling me that their feeling was that we got a couple of patients, it's because they were just saying, "That's the only couple that we scheduled."

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David: There's a big clue. You and I, we know this is a fact. Every professional practice, every doctor, every dentist says, "I need more new patients." You said, "Not just more, but higher quality, and my marketing's not working. I'm paying money for this and this, these different channels. My marketing doesn't work. There's a problem here. Just turning up the marketing, as you already stated, doesn't work unless you've got the conversion in place to get them in the door in the first place. Once you identified that as a problem, you start tracking. Does part of that involve training once you identify the issues and what you're losing? Does part of your system offer training to the offices?"

Christopher: Correct, cause what I did was after listening to not only my phone calls, but I started tracking other doctor's offices as well who had followed me at various times and heard me speak and whatnot. I kept noticing patterns coming up on why all of us were not scheduling the appointments. It was the same patterns that kept popping up. I could hear the mindset and the barriers being created, either by the patient or more often by our own teams. That's what was keeping that patients here coming in the door. Once I realized the problem and the why, then I could reverse engineer the strategy and the training for that. To this point, for any of our call tracker clients, I have four levels of phone training that I provide them, three of which are completely free and included with the service, and really should be all you need to get them above 80% conversions if you follow my sequence properly, and to keep them there. The beauty part is you'll have the data to prove it, one way or the other.

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David: This is so huge, Chris, and that's why I really wanna get you on the call today because so many doctors are talking about their margins are being decreased and they're dealing with insurance company PPOs. They're dealing more competition from corporate, yet sitting right in front of them, the leads are there with whatever marketing they're doing. Certainly they can ramp it up and you can help them with that. They can be helped with that, but if you're not doing what you didn't do with those leads, as you noticed in your practice, you were losing 80% of the opportunity. What you've really done is you're showing people, showing dentists today how to do more, how to gain more, with less, with doing less with spending less. That's the whole part of your program, right?

Christopher: Maximizing your capacity, maximizing efficiency of what you've got, on both sides of the marketing coin. That's why my book is all about finding a better quality patient. With the tracking stuff, you need the data and the phone training and stuff we provide to make sure that if they do call, that you're getting them in.

David: Is the training, is that virtual, is that the offices come to you for training or workshops? How does that work?

Christopher: Honestly, the [inaudible 00:14:51] go like this. The best training you can do is accountability. One of the things I always show in your report every month is, by staff member, every phone call they do not make an appointment for, you get the transcript of that call by staff member. If you just share that data with them every month, and then have a meeting with them and say, "We're gonna talk about your data." Not in a negative way. Just, "Hey, here's Tina. Read this reason why you

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didn't book the call." You do it as a group setting, so there's multiple people there, the power of group commitments, influence wise. You say, "All right, well reading this now, is there anything you could think of on how you could have changed the outcome of this call?" You give them a second to think about it. The answer could be no.

Sometimes the answer is capacity. You couldn't get them in for four weeks. Is that really their fault? No, but if you keep seeing that enough times, now you know the data's gonna justify your next expense. Now we need to hire an associate, now I need an extra hygienist, now we need to be open later, whatever. You ask them, "Is there anything you could have done differently," and then you look to you're team and say, "All right, everybody else on the team here. Do you guys see anything or can think of anything? Here's what I think you could have done," and then you move on to the next one. I've shown if you do that with them every month, and they know accountability-wise you're gonna talk about their data every month like that, automatically you almost get their conversions to double, with doing nothing else.

David: That's huge. What you're doing is you're getting the commitments by the team, you're getting buy-in from the team. By doing this the right way in a positive sense, as you said, "Everybody learns from everybody else." I would have a sense that it becomes fun, it becomes in a positive way a little bit competitive, not maybe within the team, but also with each individual. If I'm learning in a positive way how to better influence to help people get what they really need by not losing them on the phone,

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then I'm serving people and I'm think I'm doing a great job. The world is about sales today, and we'll get into that in a minute because that's your work with Cialdini. The world is sales today, but it's a positive sales. It's not manipulative, we're doing good things for people. You can look at the core with it and say, "By not getting patients into our practice, the practice that you love because you've got great doctor or doctors, then that potential patient is not being served. That's something we don't want to let happen." You're building this buy-in, this commitment to a culture, I believe, within a practice where everybody's on the same team. Is that fair?

Christopher: That's it. The psychology of men versus women especially, when I say men and women I mean the 80/20 rule, there's always exceptions but in general, men are very product-driven. We're just about the end result, give me the conversions. Women are very process-driven. It's not just about getting to point B and what's after B, it's how did we get to point B? What happened along the way? You really have to put it back to them to help figure out the process and be involved with it. Every time they do and are helping, they're making more and more commitments to improve and help you get to your goal.

David: Now with call tracker and training, we've got patients coming in the door now, actually scheduling appointments, coming in for those appointments, awesome. Now the next tripwire is how do we get the patients to accept the treatment that we know is right and best for them. That's where you start to dig in and do some studying with Dr. Cialdini. How did that occur? What

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was your lead in there? Did you look at his books, or did you meet him somewhere? What was the entrée?

Christopher: Same thing, it's one thing to get a lot of people in the chair, but if they're not coming back for their appointments, it's not really doing you any good. I talk to associates all the time like that. I'm just like, "I could put 60 new patients in front of you every month, but if you only get 10 of them to come back for treatment, that's not good for either one of us." How do we set the stage for more yeses, but ethically because we're not trying to trick people into anything. We're just trying to refrain their perspective and make their dentistry the priority it should be.

I had heard Dr. Cialdini do a keynote lecture somewhere, I forget where I was. This was right around the time I had sold the two practices and I had these problems. I heard his six principles. It was like a light bulb went off, and I thought these are the essence of why I'm getting the noes that I'm getting. People say no to us directly or indirectly. For us in dentistry, the indirect no is, "Well, I've gotta check my schedule, I gotta talk to my husband. I don't have to do anything but make this appointment right now." He kinda hit to the core of that why behind why I was getting those noes, and there was some potential to using these principles to solve it. I knew that he had an open workshop, that he does one open workshop that his chi trainer does, once a year down in the hottest part of the year, July in Arizona. I went out there with my business manager and I was like, "I gotta learn more." When I hear something this powerful, like Kathy Kolbe, I gotta go to the source and learn from them. Then it was after that

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two-day training, it's the same two-day training I do, but it was more vague. It wasn't really for dentistry, it was more you figure out how to use it yourself.

I got to meet him there, Dr. Cialdini, and showed him my passion for what he does and the science behind this stuff, and applied. Out of 2000 people that applied to be a certified trainer, he accepted me. I got to spend a year training under him and his team, and then trying to use my strength, which is taking great concepts, but now what do we do with it? How do I use this in my practice and create system to flow, if you will, on setting the stage for better case acceptance for any procedure in dentistry, how to decrease my no-show rate from 13% down to 3%, how to get more people to pay their bill today or by their first invoice. Wouldn't that be nice? How to actually get them to show for their appointments, but actually schedule their appointments, and refer someone to the practice or do a Google review? There's so many things we need to ask our patients to do, but we're dropping the ball in so many areas. For me, that was really the secret, was figuring out how to use these influence principles to do that. I can tell you, there's no way we grew a million a year at each office without instituting those principles, guaranteed.

David: It totally makes sense. Dr. Cialdini, through his workshops, was teaching the general concepts. You saw the huge opportunity to take this back to the practical sense into your own practices, and then with your results, now you being certified, you in effect get to speak for him and take it to the dental industry because that's obviously

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your affinity group and that's how you're helping other dentists in their practices apply the same principles, yes?

Christopher: Yeah, he actually gave me probably one of the best compliments I've ever had from someone. I was out there in Arizona recently for a workshop cause he just launched a new book called Pre-Suasion. I was out there for the launch of the book. We were just kinda sitting down and then he told me that in his opinion, out of all of the trainers he's got worldwide, he felt like I was one of the best he's ever seen at figuring out how to use the principles he talks about and put them into action.

David: Fantastic, you definitely have proven that, and I think you have a lot of disciples out there that you have also trained that are getting the same results. Can we take just a few minutes just to maybe talk briefly about the six principles that Dr. Cialdini teaches? Those who wanna go deeper obviously I would say connect with Chris because he'll help you take those principles directly to your dental practice, but also Dr. Cialdini's books. You mentioned the new one that's coming out. One of the first ones I picked up was Influence, but I could go deeper there. What are those six principles, if you could, Chris?

Christopher: It's reciprocity, and most of us know what that is. If someone gives you a gift of value, there's an obligation or indebtedness that occurs where you feel the need to give back in kind. There's liking, we'd like to do business with people we like. There's consensus, there's social proof. I'll tell you right now as far as online marketing and influence goes, there's no more powerful influence online than consensus or social proof, which is the evidence of what others are doing will influence you to follow the same. In

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situations where you don't know what you should be doing, but even in situations where you do know what you should do in, the evidence of what others are doing in that moment can influence you to do the same.

Authority, many times we look to credible experts, so this is yourself, David, to tell us what to do. I can't be a real estate expert. I don't have all the time to go through all those nuances and learn what you learned in your wisdom, but if you can tell me what to do and teach me what to do, great. I'm gonna look to you as my expert to tell me what I should be doing here. Consistency. When you say consistency I want you to think commitments, which is if people make a real commitment, there's a lot of internal and external pressure on them to stay consistent and follow through and do with what they said they were gonna do. It makes sense. Think of all the words we call people who are inconsistent, or don't do what they say they're gonna do, some not good words. Nobody wants to be viewed inconsistent.

If you can get real commitments out of people, it is very hard for them to not fall through and do what they said they were gonna do. The problem is, and this is the number one problem behind most of the noes in dentistry in my opinion, is that we're not getting real commitments out of people. Not really. We wonder why they don't show up for their appointment. They didn't commit to it, not really. We wonder why we're they're not scheduling for their treatment, or they're not referring their friends. We do really get a real commitment out of them to do so. Last but not least, a lot of people feel familiar with scarcity. Marketers of all like have used scarcity kind of in an

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unethical way against us. What scarcity is is this, is that when resources are limited, suddenly we want it more, and we'll pay more to get it. It's even more powerful when it's true because generally if people knew that something they want was gonna disappear, of course they're gonna get more of it now.

A great line that came out of one of my workshops with talking with patients is that if our patients only knew what we knew was gonna happen to them, certainly they would wanna move forward today instead of let stuff happen. That's basically what scarcity is, is showing them what they stand to lose by not moving your direction today in an ethical way. Most people, if they knew it was gonna cost them more time, effort, money, and effort down the road, they'd much rather avoid that and get it done now.

David: In that regard, in terms of scarcity, showing them down the road what things could look like, is that kinda future pacing them, showing them a vision of in this case the down slope, where they are today looking at if the specific risk factors that this particular patient has, and give them an authentic but realistic viewpoint of where things could go, and then relaying that back to really quality of life. Is that a big part of it?

Christopher: The quality of life and relating it back to that is more about getting a commitment out of them on what they value first. That's consistency, but if you just look straight up, the one nugget I could give you that would make everyone's case acceptance, or anything they're trying to get a yes for, improve tomorrow, is remember that whatever number you throw at someone, they're always gonna compare it to something. The danger is when you let them compare

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because nine times out of 10, whatever they're gonna compare it to is not gonna work out in your favor. It's what you say or do first matters more than the price. We can't lock it in majority of the time.

What I tell people is cause price is an issue of our patients, they think we're expensive, so you cannot throw out your number first. You gotta talk about something else. What I do is if there are true consequences for not moving forward with treatment, let's say a crown. Let's say they got decay, you know they need a crown today. Before I start talking about the crown, when they ask me how much is it, I say, "Well look, here's what's gonna happen. This decay, here's your tooth, here's your x-ray. The decay's gonna keep on going. If we don't get to this soon, it could lead to an infection, it could lead to pain, it could lead to more time off of work. This goes back to what you were saying about tying it back to what they value. Of course, it's gonna cost a lot more money. In fact, if we get it treated later, with a root canal, [inaudible 00:26:53] post core, and a crown, we're looking at \$3600. The good news is we're not there yet. If we get to it today, we're talking about a crown for \$1200. After your insurance or dental savings plan discount, it's only \$800, and I'll do \$400 today and \$400 next time when we deliver. Does that work for you?

David: You just broke it down. In their mind, or what they would actually hear from you as being a big price tag relative to what they're comparing it to, and now you broke it down into a real value by saying yes today. You actually took it all the way down to \$400 and we can get started now. That's huge.

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Christopher: I call that anchoring them to the consequences of not moving forward with treatment, and then you take them down the price stairs. The more you can break that number up until it seems smaller and smaller bits, the more likely they are to say yes.

David: That's such a key. These principles, you're doing so much of this in the dental practice, but you and I both know that these same principles are so valuable and we can put them to use in every aspect of our lives today. Everywhere you go, in your own relationships. Learn how to use these ethically, as you said, and every part of life just becomes better because we understand better the human psychology and the behavior principles that we're all, I say susceptible, but it's just human nature. We are, and we have to learn how other speak in frameworks that help people, as you said, to make the commitments to make the decisions that you know, and ultimately they know in their own minds, are best for them. They just never had things laid out in a way that they could take it all the way through. That's what I think you, and with your work with Dr. Cialdini, have done so well here.

Christopher: It's just really like you said, reframing their perspective because the way the brain processes information, and the way you compare things, and putting it into the proper light, that's all. Again, we're not forcing people to do anything. We're not coercing them to do anything. You cannot influence them to make a decision and do something they don't want to do. I can promise you because this stuff is based in science, it's been tested, it's been proven, that's why it's teachable, that if you follow my sequence, more people will say yes. This works in any

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industry, not just dentistry. More people will say yes than any other technique that you're using now.

David: I'm a fan, I'm a big fan, always have been, and Dr. Cialdini, and I love the fact that you've taken his work and his principles and you're doing so much great work with it in our industry, Chris. Thanks for your time today. By the way, our Freedom Founders Mastermind, we're all very much looking forward to seeing you come out and do a keynote for us next year in 2017. That's gonna be a lot of fun. We appreciate you coming to do that. We'll have more feedback on that after you come out. What's the best way for folks to just get in touch with you, contact you, learn more about what you're doing now both with your call tracking and also with your influence in ethical persuasion workshops.

Christopher: I've kinda set up a general website called www.drphelpshelps.com. D-R, and then P-H-E-L-P-S and H-E-L-P-S.

David: Is that domain for sale? If I kind of wanted it or something? I like that one. That's good, drphelpshelps.com, good one.

Christopher: Of course you can always email me at drchrisdmd@gmail.com, which is my degree, @gmail.com. Two quick things I'll tell you, one announcement and one is kind of a funny story if you have time for it, back to Joseph Phelps. Going back to my call tracker clients, obviously calltrackerroi.com, but with all the things that I've talked [inaudible 00:30:12] on how to decrease their missed calls and increase their conversions, sadly I'm still finding that the more you market, it's just there's too many existing patients calling

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your office at any given time for your new patient call to get through to your two or three staff members at the front desk. You just physically don't have the capacity to answer them. That's one problem.

At the same, there's many dentists out there that are just like, "Look, if you would answer my calls and convert these for me, great, but I can't train my team or I don't feel comfortable trying to get them to change. I can understand that. I actually started a service recently, we just launched it, called Golden Goose Schedule, where we're doing it for you. We're answer your new patient calls and we're scheduling those appointments for you. You actually start capitalizing on this lost opportunity now. It's been phenomenal. I finally figured out how to solve that problem for our clients especially.

The quick story I'll tell you, going back to Joseph Phelps if you got a second, is you're talking about using our name as leverage? You gotta get an appointment with them like three or four months ahead of time. I was out in Napa for the first time, and of course I wanted to go there. My sister, who I was going out there with some other couples and her husband, didn't book us an appointment. We were probably on our third or fourth winery, doing wine tasting for the day, and I was feeling pretty good. I was mad at my sister that she even book us there, and I said, "You know what? Screw it. Driver, take us to Joseph Phelps." We go there and she's like, "What are you gonna do?" I was like, "I don't know, I'm just gonna make something up. I'll wing it when I get there."

I got there, and luckily I Googled Joseph Phelps so I could see a picture of him to see how old he was. I walk

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up to the counter, and the guy is like talking to the wall, personality-wise. He's like, "Hello, sir, what can I do for you?" I hand him my license, says Christopher Phelps on it, and I said, "Yes, hello. I'm here to see great uncle Joey." He looks at my license, and he looks at me, and he looks at my license, and he looks at me. He didn't know what to say. Finally, I was like, "No, I'm just messing with you." I said, "I know we're related somewhere down the line, but I couldn't tell you. He busted out laughing. He said, "You know what, two things. Number one, that's pretty good. No one's ever done that." He said, "Number two, there's a picture of Joseph Phelps behind you. Take a look at him" I turn around and I've got a picture with me and that picture. Looks like me when I'm 84. The guy totally thought I was his relative. He brought us in, and he gave us a free tasting. We had a really great experience, which is phenomenal. As I always like to tell people, you never know until you ask.

David: That's a great life lesson, you're right. You'll never get to a yes if you don't ask. Good for you, it's good for you for stepping out there and just taking a shot. The worst thing that people would say is no, and that's where you were anyway without an appointment. Can't make things happen like Chris unless you step out. You gotta step out and take some small risk. A lot of times it's fun and you never know who you're gonna meet or what new encounters you can have. You made it happen, outstanding. Great story, I love it. Thanks again for a great call today. I always enjoy talking to you, and we'll keep in touch. We'll see you out in Dallas next year.

Christopher: Awesome, David, looking forward to it, thank you.

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David: Take care, Chris.

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