

# smile virtual

## 10 STEPS TO JUMPSTART YOUR SUCCESS WITH SMILE VIRTUAL



### 1 WATCH & LEARN

Watch all training videos and supplemental content, they are crucial for your success.



### 6 INSTAGRAM

Go through the social media hacks guide and make the changes necessary to your bio etc.



### 2 WEBSITE WIDGET

Get the Smile Virtual widget on your website and make it visible. Start driving all traffic there.



### 7 SOCIAL PROOF

Start sharing what you do! Focus on the patient and don't worry about what others think.



### 3 KICK OFF CALL

Schedule a kick off call with a Smile Virtual coach and get some of your questions answered.



### 8 BE SEEN

Start placing your link on all websites and social sites. Place the SV signs in your waiting room.



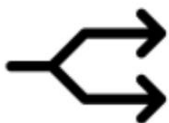
### 4 GET THE WORD OUT

Use the provided email templates and send an email to your current patients explaining a virtual consult.



### 9 PRACTICE MAKES PERFECT

Have your team members or family request a consult and practice recording so you get comfortable.



### 5 GET HELP

Having someone on your team run point is going to be crucial to your overall success.



### 10 NOW, USE IT!

Hygiene exams, price shoppers, new patients and unscheduled treatment etc. It is guaranteed to increase your case acceptance.

1. **Watch and learn** from our series of online training videos. You can find these videos under the “Online Training” tab in the menu of your Smile Virtual platform. We find that when team members also go through the training it makes a massive difference in your success. Once they understand that as a team you can work smarter instead of harder they will be aligned with you in your efforts to do things differently.
2. **Add the Smile Virtual widget** (consult request button) to your website. The company that manages your website can easily help you do this. The key is to have the “Virtual Consult” button somewhere immediately visible when someone lands on your website. Our statistics show that Smile Virtual doctors get 17% conversion on the virtual consult call to action vs. 5% from any other call to action.
3. **Schedule your kick-off call** with our success team (if you haven’t already). The purpose of this call is to be able to ask any questions that you have and get the help and support you need.
4. **Get the word out** by sending an email campaign to your existing patients. You have thousands of patients that already trust you, start there! One of the toughest things with our longtime patients is bringing up elective treatment options without feeling like you are “selling”. Imagine sending an email out like this:

Dear \_\_\_\_\_,

We pride ourselves here at \_\_\_\_\_ with creating trust and transparency with our patients and always providing the highest level of care possible. One of the ways that we do this is by offering free virtual consults for those looking to improve their smile. We allow people to upload a smile photo and send it in, and in return we send a personalized video back to them with all of their options and a cost breakdown for the different ways to improve their smile. People love this because it

tells them everything they want to know and then they can then decide when the timing is right to move forward.

You have been a part of our practice for many years now and we recently realized that you have never had the opportunity to receive one of these free consults and that's not fair:) Click the link below and check it out!

5. **Get Help** from someone on your team that you can trust to run point on all things Smile Virtual. This same person can also help with social media and marketing efforts. We have found that the most successful doctors on the platform have a go-to person on their team that is responsible for helping them stay organized and follow up with patients after the consults have come in. Think of someone on your team that you feel would be excited to be involved and have them go through all the training and participate in the monthly coaching calls.
6. **Instagram and other Social Media:** Update and add your consultation link. You want to think of this like a marketing funnel and that link is the top of the funnel. By sending all of your leads there it allows you to fully control the communication/sales process and guarantee better case conversion. Use a call to action in your consultation videos and in all of your marketing posts. This is crucial. If you are posting to social media you should always have the caption directing people to click the link in your bio and request a virtual consult. When you are recording your consults, you should always invite your patients to “Click the button below and it will get you in touch with my team so they can help answer any questions that you have and go over financing options etc.”
7. **Social Proof:** Make some tweaks to your social media profiles using easy content scheduling tools like Planoly. Remember that first impressions are everything. Within the first .5 seconds that someone lands on your feed or your website, you want them to know exactly who you are and what you do.

It needs to look clean and professional. The most important thing is that it is organized and engaging. Find someone you think does a good job of this and just copy what they are doing.

- 8. Be Seen:** Remember...everyone knows you are a dentist, but nobody knows what you do! As soon as you make people aware of the kinds of services that you offer, more and more people will reach out to you for your services. The best way to get started is to create three folders on your desktop : Personal, Patients, Clinical. Start gathering as many personal photos as you can find of yourself or of team members that you can share. This will allow people to connect with you personally and be more willing to reach out and ask questions. Follow the same exercise with photos of your patients and with before and after/clinical cases. By the time you are done you will have enough content for a month or two of posting. Now you can start posting and remember the purpose of your posts is to educate and inform and then follow with the call to action of submitting a virtual consult.
- 9. Practice your consultations** by having your team submit mock requests through your request page. It is going to seem awkward at first but once you get through a few consults you will start to feel more comfortable.
- 10. Let's go!** Now it is time to start communicating differently and see how it will impact your case acceptance. Now that you have the ability to actually control the sales process, it is going to allow you to do more of the dentistry you love to do. The important thing now is to just get started. Start using video consults for your existing patients, for price shoppers and for Hygiene patients by offering to send virtual consultations for procedures that might interest them.