



## CRTX Virtual Sales Coach Consult Presentation Analysis

### CRTX Virtual Coaching Analysis

Review **Strengths** first to reinforce what works, then focus on one **Growth Opportunity** to implement in your next consult. Practice the suggested phrases aloud to make them sound natural, and track your case-acceptance results to measure your progress.

**Assessment For: Janet Melton**

**Practice: Cody Dental**

**Transcript Provided Date: May 12, 2025**

### Strengths to Celebrate

#### Empathy Hook

You opened with: “I know you’ve been dealing with that missing tooth for a while, and it can be frustrating.”

*Why it matters:* Shows genuine understanding and builds instant trust.

#### Benefit Framing

You tied implants to “eating steak again” and “smiling in photos.”

*Why it matters:* Connects treatment to real-life outcomes that motivate action.

#### Visual Aids

Used a before/after model to show the final result.

*Why it matters:* Makes the solution tangible and easier to envision.

## Active Listening

You echoed the patient's words: "So your main goal is to chew comfortably on that side again, right?"

*Why it matters:* Confirms you're hearing them and keeps the conversation patient-centered.

## Missed Cues & Growth Opportunities

### Mention Financing Earlier

- What happened: You waited until the patient asked about cost.
- Upgrade: Introduce payment options before revealing the fee so benefits stay front-and-center.

### Address Anxiety on the Spot

- What happened: Patient said, "I'm a little scared of the surgery," but you moved straight to scheduling.
- Upgrade: Pause, outline comfort measures (numbing, sedation, post-op call), and invite further questions.

### Check for Other Decision-Makers

- What happened: No question about spouse or partner involvement.
- Upgrade: Ask early, "Will anyone else help you decide? I'm happy to share details with them."

### Set a Concrete Next Step

- What happened: You ended with "Let me know when you're ready."
- Upgrade: Offer a clear follow-up: "How about Thursday to finalize once you've reviewed the info?"

<b>Quick Checklist Before Your Next Presentation</b>
<ol style="list-style-type: none"><li>1. Lead with financing, not after the price.</li><li>2. Pause to explore fears; explain comfort protocols.</li><li>3. Confirm all decision-makers are involved.</li><li>4. Conclude every visit with a scheduled follow-up or a clear commitment.</li></ol>

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