

# MAKE THE ASK

## DENTAL PATIENT REVIEWS & REFERRALS GUIDE

Everyone (even the doctor) in your office needs to be prepared to ask anyone, at any time for a review or referral.

The more you ask, the more likely you'll grow a collection of 5-star reviews and reputable referrals. (NOTE: You may need to personalize or adjust the scripts to match your practice's current review software or referral program.)

### NOT SURE HOW TO MAKE THE ASK? FOLLOW THESE SIMPLE STEPS.

## // HOW TO ASK FOR A REVIEW

A patient just finished their appointment and they're ready to check out before leaving the office. They're happy and raving about the care they received.

- 1. ASK:** How was your visit today?
- 2. TELL:** We're happy you enjoyed your experience! Would you mind doing us a favor and writing a review online? It's easy and only takes a couple minutes.
- 3. DO:** Send them an electronic review request on the spot or direct them to your Google reviews or Facebook page. (TIP: It's extra important that you make it extremely easy for patients to review you. Even the most tech-savvy patients will bail if things get tough.) If your practice doesn't use electronic requests, ask to email the patient the link where they can write a review. Make sure to thank the patient and tell them you look forward to seeing the review later in the day to create a deadline in their mind.

## // HOW TO ASK FOR A REFERRAL

A patient is over the moon about the attention they received during their dental visit. They're a raving fan and ready to refer.

- 1. ASK:** How was your visit today?
- 2. TELL:** We're glad everything went well. We value patients like you who value a healthy smile. Would you do us a favor and share our care with friends/family/coworkers?
- 3. DO:** Give the patient a referral card and suggest that they pass it along to someone else. Remind them how much you appreciate referrals and be sure to send them a thank you if their referral books an appointment. (TIP: Does your practice give away referral gifts or prizes? Be sure to tell them! If you incentivize the referred patient with a discount, mention that too!)

**86%**

**OF CONSUMERS** surveyed will pay more for services with higher ratings and reviews. (Futuredontics Poll)

**88%**

**OF CONSUMERS** say they trust online reviews as much as personal recommendations. (Futuredontics Poll)

**84%**

**OF SURVEYED PATIENTS** solicit personal recommendations from family/friends/coworkers when searching for a new dentist. (Futuredontics Poll)

**ASK. TELL.**

**DO.**

**MAKE THE  
REVIEWS &  
REFERRALS  
COME TO YOU!**

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