**The Art of Selling**

**(INVITATION PRESENTATION CLOSE)**

**I – Invitation**

**How do I invite someone?**

1. **Via Phone. Hello Dr. \_\_\_\_\_ my name is \_\_\_\_ with DLCC. Our company offers 3 special services to dentists.** 
   1. **Patient Financing with no credit check**
   2. **We virtually eliminate your credit card processing fees**
   3. **Special Preferred Financing Rates for the healthcare industry**

**I will be out there T or R this week…which day and time is best for you?**

1. **Via Walk In (or at convention). Excuse me Dr. please come over here for a minute? OR Dr. come here for a few minutes and let me show you how we can add over $100,000 to your practice bottom line OR my name is \_\_\_ what is your name? Dr. \_\_\_ may I have a few minutes to show you how DLCC will add more than $100,000 to your bottom line at net no cost to you?**

**P – Presentation**

1. **Thank you for stopping over. Let me show you real quickly how we have helped more than 5,000 dentists add more than $100,000 to their bottom line. DLCC will even show you how to do this at a net negative cost factor (you will spend less money annually than you are currently), DO I HAVE YOUR ATTENTION? 3 prong approach:**
   1. **First we will virtually eliminate your merchant processing fees. I have one question; why are you paying for your patient’s rewards programs? The Durbin Amendment now allows dental practices to pass thru the credit card fees to the patient. This law is only 2 years old and nearly 30% of qualifying merchants have made the transition. Would you like to reduce your processing fees by 90%? During the fair only, we will supply you a FREE MACHINE that does the new cash discount processing method ($1,000 offer) and transition your processing to virtually eliminate merchant fees. We will order this for you. Once you receive it, just plug it in and start saving. We go month to month (no contract) so you can see your savings first hand. Let me get some information to qualify you for your free machine. (GO TO CLOSE)**
   2. **Second we network with a service that offers patient financing with NO CREDIT CHECK. Do you currently use a patient financing service? (Care Credit). Many do and added this service to cover their Care Credit Turndowns. We have helped more than 5,000 dental practices add $80,000 to $350,000 extra revenues to their dental practice without costly collection. This means FEW OR NO MORE COLLECTION ATTORNEYS which of course is very expensive. Our agent can get you set up with Alice Chan, the National Representative of I Care, for a free no obligation demonstration. Which day is best to set up this appointment?**
   3. **Finally, many dentists are looking at new equipment at the show and this equipment may offer great benefits but was not in your budget. DLCC offers unsecured preferred rate financing for the healthcare industry.**

**C – Close (Transition to close) . What is the legal name of your practice? Address? Finish App and get signatures and take pic of DL. DLCC has agents all over Ohio. The machine will be at your office on (give 5 business days). We will send someone out for the free installation.**

**I would like to get some information to book the free demonstration on the I Care program. What is the best time for this or would you like us to see if she is available now?**