



5 Common Mistakes Killing Treatment Conversion

(And how to fix them)



Lack of Clear Communication

1

● *Mistake:* Explaining treatment in technical terms patients don't understand.

✓ *Fix:* Use simple, patient-friendly language and confirm understanding with "Does that make sense?"

Not Building Value Before Cost

2

● *Mistake:* Talking about price too early.

✓ *Fix:* Focus on benefits, outcomes, and patient needs first. Discuss cost *after* value is established.

Poor Follow-Up

3

● *Mistake:* Not calling back unscheduled patients.

✓ *Fix:* Implement a follow-up system with scheduled calls/texts within 48 hours.

Inconsistent Case Presentation

4

● *Mistake:* Every provider or team member explains treatment differently.

✓ *Fix:* Create a standardized treatment presentation script to train the team for consistency.

Ignoring Patient Concerns

5

● *Mistake:* Rushing through objections or skipping financial options.

✓ *Fix:* Acknowledge concerns, answer questions thoroughly, and offer flexible payment solutions.

💡 Want more help increasing treatment conversion?

Book your FREE Foundations Consultation today!

