

On-Track Tuesday BLOG SUMMARY

What is your competitive edge for your practice and how do you let others know how your practice is the practice that they should choose?

As an exercise with your team, identify what sets your practice up for success. What is your competitive edge? Why should a client or patient come to see you versus the practice down the street? What is your unique ability or advantage as a practice? What sets you apart? Is it the Innovation and Technology you offer your patients? Is it the strong branding and reputation you have established over the years? Is it that you are patient or client focused and feel strongly that you provide excellent care, a personalized experience and tailored solutions based on your patients/clients needs? Do you build long-term relationships with your patients and families?

Use the exercise sheet included. Print one for each team member and work on it separately. Then get together and put your answers on your whiteboard or your easel pad and identify what your competitive edge is and what sets you apart.

Use this exercise to help with your messaging that you use verbally in your practice, through your email communication, your website and your social media. Feel proud of what makes your practice unique and have the confidence that your clients and patients are choosing a wonderful practice!

You can also do this exercise for yourself as a dental hygienist. What is your competitive edge? Why should you be chosen for the dream job? What is your unique advantage? What do you have that shows you perform with a standard of excellence?

Enjoy doing this exercise! :) I would love to hear from you!

