



## Boswell Presentations Seminar ... FOLLOW UP STAFF MEETING

It is very easy for information to “slip away” following a workshop. To retain the information, it is imperative to continue to discuss and implement concepts. Here’s a review to check retention! When these items are discussed as a group, you are more likely to recall workshop information. Be sure that your responses are accurate. Use handout materials from the workshop to check your responses.

1. Which style will be most responsive to detailed information, provided in a logical manner?
2. Which style has a primary need of “results”? How should you address payment concerns with this type patient? How should you present information to this type team member?
3. Which style most wants to address the “people” issues? Should this be done in a quick, direct manner or a soft, low-key approach?
4. Which style patient would be most interested in hearing about what others think about a cosmetic treatment? In what manner should this information be presented to this patient?
5. Which style tends to “tell” and “control emotions” most readily?
6. Which style tends to “ask” and “display emotions” most readily?
7. How can style start to be recognized in the first telephone call?
8. When a new patient comes in the office, what criteria will you use to fine-tune the style interpretation that occurred during the first phone call?
9. How can styles that are diagonally opposite on the behavioral style model communicate most effectively?
10. What method may be used by a team member to increase patient endorsement when the patient is positioned diagonally opposite the team member on the behavioral style model?

### PRACTICAL APPLICATION OF BEHAVIORAL STYLES

To help you retain and use behavioral styles in the office, use this chart to practice identifying patient styles.

1. Write in the patient’s name
2. Determine whether the patient is tell-assertive or ask-assertive
3. Determine whether the patient displays emotions (emote) or controls display of emotions (control)
4. Indicate patient style
5. Address interactions with patients in the past
6. Address how this patient will be addressed in the future

Patient name	Asks	Tells	Controls emotions	Displays emotions	Style

TIP: Note the patient’s style in code on the inside cover of the patient chart/file. This will help all team members to relate most effectively with that patient.