

# Versatility & Behavior Modification based on the style of the patient

	<b>ANALYTICAL</b>	<b>DRIVING</b>	<b>AMIABLE</b>	<b>EXPRESSIVE</b>
<b>Need:</b>	<b>To be right</b>	<b>To get results</b>	<b>To be secure</b>	<b>To earn approval</b>
On the phone	Provide very specific information and answers to questions – don't rush caller for responses – use soft, unemotional vocal tone and avoid speaking too quickly	Find out what information would be most helpful for the caller, and then be succinct! Take emotion out of your voice. Pick up your speed if caller is speaking quickly.	Add warmth to the voice as appropriate to the discussion. When possible, add a personal touch to the conversation. Be empathic about caller's concerns.	If appropriate to the conversation, acknowledge the caller's decision or purpose of call. Be enthusiastic. Speak with energy and let your voice carry inflection.
In reception	Same as above AND maintain reserve in body language and vocal tone.	Make direct eye contact and communicate with confidence verbally & nonverbally. Get to the point.	Acknowledge patient's presence promptly with smile and verbal welcome. Use patient's name. Show sincere warmth.	Be upbeat and enthusiastic when you greet them. Use patient's name. Show sincere interest in the patient, patient's work or activities.
Assistant	Be low key in demeanor, use reserved vocal tone. Explain details, encourage questions.	Same as above and ... be efficient in action and words.	Show warmth and be personable before jumping into clinical issues. Be reassuring to this patient.	Be enthusiastic and provide positive reinforcement for the patient's decision-making.
Hygienist	Be precise in explanation. Be low key & somewhat reserved	Be prompt in getting the proph started. Don't get too chatty!	Provide support information with reference to other patients. Reassure and support the patient with sincerity and warmth.	Same as above. Don't bog these patients down with detail or data; instead talk about how they will feel or how others will respond.
Doctor: case presentation	Provide detailed information with support material (slides, x-rays, intraoral camera, books, illustrations). Explain the condition and segue to the options of treatment. Do NOT push this patient to treatment acceptance. Ask patient what other questions he has.	Watch this patient closely for signs of impatience! Get to the point. Start explanations at the end or with the outcomes. Don't plod along in details. Get to the point and then ask the patients if they want more detail before providing in depth data.	This style patient more than the others wants to know you care about him/her as a person. Be sincere! Don't jump into long, detailed explanations that may be perceived as cold or insensitive. Tell how other patients feel about the treatment – relate patient human interest stories.	Show the patient your own enthusiasm about the treatment. Particularly with cosmetic treatments, explain how it will benefit them and may earn positive response from others. Verbally support them and reinforce their wise decision to accept treatment.
Financial discussion	When possible provide a printed treatment plan and printed receipt. Offer to provide details on payment plans. Ensure privacy in financial discussions	Make the closing process as efficient as possible – avoid chitchat if the patient exhibits behaviors indicating a pressing schedule.	Ensure privacy and encourage questions, respond to questions with measured certainty.	Get past the financial details quickly. Encourage questions. Thank the patient and let him know you were glad to see him.

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