

CASE STUDY

DR. ALBERT LUCAS

PLANTATION, FLORIDA



DUSTIN BURLESON SEMINARS

“The first ten years was just incremental growth and then I noticed my practice started kind of flat lining and even decreasing. And I started looking at all the different areas that I can improve, the suggestions that he made. And slowly but surely as I made these changes over the years, I saw my practice start to grow again. And I saw things kind of turn around a bit. And my numbers, my starts, my conversion rate, all of those things increased. After really understanding or learning how the business of orthodontics works, learning about marketing, and about business systems, I feel more at ease that I understand what I have to do to be successful and profitable in the future. What I love about Dustin is he understands a lot of the issues that we have. I was tired of seeing incremental growth in the practice. What I’ve learned from Dustin is how to drastically change results quickly.”

— **Dr. Albert Lucas**



**THINK LITTLE GOALS AND EXPECT LITTLE ACHIEVEMENTS.
THINK BIG GOALS AND WIN BIG SUCCESS.**

— DAVID JOSEPH SCHWARTZ



Dustin Burleson

CONVERSION STATISTICS ARE TRACKED, marketing return on investment is monitored and these practices run as businesses. With organizational growth strategies, marketing calendars, continuous staff training, quality assurance measures in place and consistent investments made in facilities and management, these practices are poised to compete with corporate dentistry in the future. These doctors realize they have a bigger job than just “being the doctor.”

WHY IS CUSTOMER SERVICE MORE IMPORTANT THAN ANYTHING ELSE?

Working with entrepreneurs has given Dustin Burleson so many occasions to speak to and lead others who either are working on starting their own business or attempting to improve the business they already have. Dustin has a distinctive position to speak from. He has been extremely successful, but has also made his share of mistakes and learned greatly from them. Over his many years in the profession, he states that customer service is unquestionably the most vital part of any business.

Dustin knows that it can be very difficult to decrease costs, but you can always offer better customer service which will allow you to increase sales substantially. Below are some great reasons why customer service is more important than anything else in your business.

1 IT BUILDS TRUST

Nowadays, folks will only continue to stay loyal to a company if they have a really great reason to. If not, there is tons of competition which is always accessible to switch to. Because of this, you have to work especially hard to retain customers by building their trust in your brand. Once you know how to provide the best in customer service, you will grow that trust exponentially, which could mean the difference between customer loyalty and customers who go elsewhere.

2 IT'S MORE IMPORTANT THAN PRICE

Given good customer service, people will pay more. Numerous studies and surveys have been done over time and they continue to show that a large group of consumers state that customer service is much more important than price. However, in receiving a good experience, they are willing to pay more.

3 IT BUILDS BRAND AWARENESS

Word of mouth is, without a doubt, the most influential marketing device to have on your side. What your customers say to others can actually make or break your business. When you provide the best in customer service, people will talk about you, and they will remember your brand. If they then hear someone else saying they need a particular kind of company, they are much more likely to say, "Oh, go to this place. They are great!"

4 IT DECREASES PROBLEMS

Problems will always happen in any business no matter how hard you try to sidestep them. And, although you can't run a picture-perfect business with all impeccable customers, you can guarantee that friction does not become an issue. If your customers know that they can express their complaints and that their concerns will be handled appropriately, they will feel so much more comfortable doing business with you.

5 IT ATTRACTS THE NEW CUSTOMER

In the past, business was all about making the sale. It didn't really matter as much how you got to the end point. However, nowadays, you really have to cater to the new customer. Today's customer is someone who demands being treated as a individual, who wants to gather as much as they can from the experience, and who does not want to be just a number. The best in customer service will safeguard you are providing them what they want.

Ensure that you are offering the best in customer service, and then sit back and enjoy the positive results.

HAVE EFFECTIVE BUSINESS SYSTEMS IN PLACE

When running and growing a business, it is very essential to outline, implement, and form systems early on. A business system is a working mixture of individuals and automated applications organized to meet a definite set of business objectives.

Each and every facet of your business should have a system in place to measure production, efficiency, and evolution.

These systems are put into place to control resources: time, capital, and assets. By using established systems, you are making sure that every part of your business is being used to its full potential and is available, on call, when you need it.

The simple systems every business should have in place include, but are not limited to, sales and marketing, inventory tracking, client lists, customer service, payroll, and production.

Acknowledged systems certify that your business will continue to run effortlessly and successfully when you are not there to look after it. Moreover, these systems will really grow the value of your business if you ever want to sell or franchise it. By creating separate and distinct systems and having your business be the sum of all parts, you will be capable of identifying weak spots quicker, address them, and get back to the main objective at hand, which is success.

“IF YOU’RE NOT WORKING TO GET YOUR BUSINESS OR INVESTING OPERATION TO OPERATE WITHOUT YOU, YOU’RE THINKING TOO SMALL. THINK TEAM AND SYSTEMS.”

— ROBERT KIYASAKI

“THE RICHEST PEOPLE IN THE WORLD BUILD NETWORKS; EVERYONE ELSE IS TRAINED TO LOOK FOR WORK.”

—ROBERT KYOSAKI

THE IMPORTANCE OF ORGANIZATIONAL STRUCTURE

Organization is an imperative part of your business, ensuring that everything is stored in a designated location. Efforts to re-organize items can lead to time saved as well.

Additionally, organization deals with ideas and abstract concepts, and it is closely related to categorization.

People naturally shine at finding patterns, and organization permits people to rely on their aptitude to cope with patterns to locate items and information more easily. Alphabetical organization, for example, allows people to know where to look. There are many other systems that are popular as well.

LEVERAGE

With marketing, associates, and organizational structures in place, you can now acquire practices and/or open new locations with confidence and bring more value to your patients through expanded convenience and the stability of a broader market share.

IS YOUR PRACTICE A GOOD FIT FOR BURLESON SEMINARS?

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