



7 Focuses for Challenging Times

1) FOCUS ON VALUE

Most people don't like being sold to at the best of times. When times are uncertain or scary, they turn off, hang up, and slam shut. But what people want at all times is added value. In fact, what they are looking for is value for money. This could be any type of solution you can offer them that helps them to eliminate their possible deterioration, capture their opportunities, and reinforce their strengths. When you focus on providing these three solutions, the sales will naturally follow. How can you and your staff add further value to your patients and each other?

2) FOCUS ON OPPORTUNITIES

Things you had and may have taken for granted sometimes disappear. Things change, times change as they are doing now. Some people never get over this. They keep trying to replay their old games. A better strategy is to start an entirely new game— using new ideas, new energies, new tools, and new resources. As the world changes, opportunities suddenly become available to achieve far more than you ever did in the past.

Many people define themselves by external circumstances. When these abruptly or unexpectedly change, they don't know who they are, so they keep trying to be who they used to be. From now on, take your cues from the inside—from your dreams, ideals, values, and operating principles. These need never change, regardless of the external circumstances. Take advantage of external confusion to become self-directed, self-managed, and self-motivated.

What opportunities are coming your way? (Look hard!)

3) FOCUS ON PROGRESS

Things may not be as easy as they once were. New difficulties can either defeat you or reveal new strengths. Your body's muscles always get stronger from working against resistance. The same is true for the “muscles” in your mind, your spirit, and your character. Treat this whole period of challenge as a time when you can make your greatest progress as a human being. Keep your attention on your overall plan. Focus on what you can do as oppose to what you can't. So, what *can* you do?

4) FOCUS ON HELPING OTHERS

Uncertainty can drive people into themselves, making them feel isolated and helpless. The best strategy here is to go in the opposite direction, expanding your connection with others and focusing on helping them transform their negatives into positives. The more you contribute in this fashion, the less you'll need to worry about your own situation. You'll become a source of confidence for everyone else. What can you do for others in your life?

5) FOCUS ON BEING PROACTIVE

When things are going well, many people think they're actually in control of events. That's why they feel so defeated and depressed when things turn bad. They think they've lost some fundamental ability. The most consistently successful people in the world know they can't control events—but continually work toward greater control over their creative responses to events. This is called being Proactive.

Anytime there is fear, uncertainty, or discomfort, it's an excellent time to focus your attention and energies on being creatively responsive to all the unpredictable events that lie ahead. Think outside the box. Know that this isn't going to be forever. Plan and strategise your way out.

Be mindful on how you are responding to life's uncertainties. Are you reactive or proactive?

6) FOCUS ON WHAT IS AVAILABLE

When things change for the worse, many desirable resources are inevitably missing, including information, knowledge, tools, systems, personnel, money, and capabilities. These deficiencies can paralyze many people, who believe they can't make decisions and take action.

Stop focusing on what you don't have. Instead focus on what you do have. A strategic response is to take advantage of every resource that is immediately available in order to achieve as many small results and make as much daily progress as possible. Work with every resource and opportunity at hand, and your confidence will continually grow. This may mean that you are taking baby steps but that is still progress. What do you still have available to you?

7) FOCUS ON GRATITUDE

When times get tough, everyone has to make a fundamental decision: to complain or to be grateful. In an environment where negative sentiment is rampant, the consequences of this decision are much greater. Complaining only attracts negative thoughts and people. Gratitude, on the other hand, creates the opportunity for the best thinking, actions, and results to emerge. Focus on everything you're grateful for, communicate this, and open yourself each day to the best possible consequences. Be grateful and stop operating from a place of fear. What are you grateful for today?



The DWB Way...

Our directives are aimed at winning solutions for you, your team and your patients. This will produce a productive, growing and healthy practice for all.



INTERNATIONAL LECTURER



PRESIDENT



CLINICAL EDITOR



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VOTED
2ND MOST
INFLUENTIAL

Credentials

As featured In



marie claire



TATLER

this morning

Extreme MAKEOVER

Daily Mail

EXPRESS



We started the Dental Wealth Builder programme over a year ago, and I can honestly say that it was the best thing I have ever done to improve my business life. I wanted to make my practice more profitable, so I could take more time off, and not have the financial stress every month, so adding another large expense was not a decision I made quickly, but I was convinced when I saw what Rahul and Bhavna have done at The Perfect Smile Studios in Hertford. Their clinic is not on the high street, however they know how to attract new patients, and convert them to sales. What really separated Dental Wealth Builder from other business consultants was the fact Rahul is a world renowned cosmetic dentist, and apart from business help, they were able to give sound clinical advice as well. I can honestly say that Dental Wealth Builder changed my life and would highly recommend it as a business consultant service. The way I see it, if you are going to take advice from a business consultant (and there are many to choose from), then I would much rather take it from someone who has actually done what they advise, and understand the real stresses of owning a clinic, and managing a team. If you are thinking of business coaching, then this is the only programme you should consider - it will easily pay for itself. Brilliant all in one course, you teach the skills and how to build a successful clinic. Amazing course- worth double what the fee is!"

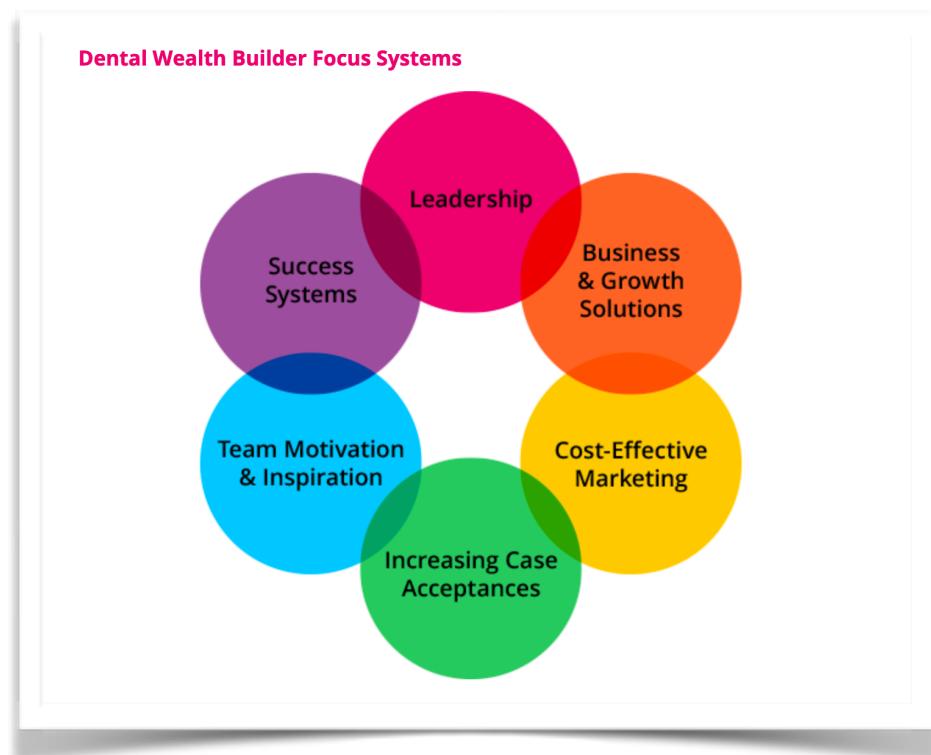
Dr. Gurs Sehmi, London

"I have been a member of the Rahul and Bhavna Doshi coaching programme since January 2012. The coaching programme has been very helpful to me as I am looking to grow and expand our practice and Rahul and Bhavna have had the relevant experience to guide and advise me on the best things to do to achieve our goals. Having a mixed NHS and private practice, we are looking to grow by increasing our private income and the coaching programme has, at its core, a focus on increasing profitability. I really like the philosophy that Rahul and Bhavna make their advice and suggestions based on what they would do if they owned my dental practice and it helps to have someone who is on the outside of the practice point out which areas could be improved. In addition, the coaching programme means you have someone who you are accountable to for the planned changes that you agree to make.

I am very pleased to have enrolled in the coaching programme and I would certainly recommend it to any of my dental colleagues." Dr Sanjit Chaudhuri

"Bhavna ...understands the concepts of business as applied to dentistry. Her ideas are innovative and exciting in today's financial environment.. She specifically designs marketing strategies that are cost-effective for dentists and hence, bridges the gap between clinical dentistry and creating the demand for our services. She makes practice management, team building and increasing your profits easier to implement than many others." Dr Amarjit Gill | Past President BDA

“Marketing made simple by a dentist for dentists! It’s as simple as that. It’s FANTASTIC! Bhavna’s lectures on marketing are a MUST for the modern dentist. From her high successful career from perfect smile studios to extreme makeover no one else is better placed to teach it!!!. The need to ‘stand out’ in today’s competitive dental market is fundamental and this is aptly illustrated through clear concise steps. I strongly believe that these lectures have given me the best financial return out of the thousands I have spent on other courses! Quite simply it is the missing link and ties everything together allowing me to use the practical techniques and treatments. Thank you bhavna for giving me such a structured way to grow!!” Dr Nilesh M Bhatt. GDP Surrey



Please view more of our testimonials:

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