



# Developing your dental consulting program

**M**any practices would benefit from help with systems, communications, team building or advanced clinical skills. In turning to a consultant, they are looking for an expert with knowledge in a certain area of focus. Could that expert be you?

Dental professionals tend to develop advanced knowledge and skill in their profession over the years. It's likely that these individuals are already viewed as experts and mentors. They find themselves sharing

thoughts, suggestions and best practices with colleagues that want to be able to emulate their success. They may even hear others suggest, "You should consult on

this topic."

Whether it be the flexible hours, lack of a commute, ability to be one's own boss or unlimited financial potential, consulting offers dental professionals an exciting and challenging opportunity for growth.

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By Vanessa Emerson

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# Steps for developing a dental consulting service

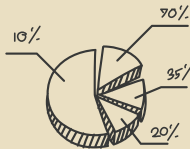


## Define your niche

What problem or challenge do you see in the industry that matches up with your ability to solve that problem? Formulate a strategy around your unique solution. Evaluate your level of expertise in the area. Does your education or past experience position you as an expert? Determine your target market. Who would pay for your services?

## Determine your business strategy

Consider why you want to be a consultant. Identify the life you'd like to live and build a business that supports that vision. Create a strategic plan for your business that remains congruent with your vision. Do research to learn what licensing or certification may be necessary.



Meet with your accountant to learn of any special considerations.

## Develop your program content and training skills

Accumulate your notes in one location, create your training module outlines and continue to develop the information that will become your training program content.



Improve your coaching, problem solving, communication and leadership skills. Study and apply adult education techniques and adapt your training content to meet the needs of the learner, thus ensuring the best end result. Identify a mentor. Join a mastermind. Learn from others who have been there/done that and apply their recommendations.

## Differentiate yourself and your program

In a sea of practice management consultants or clinicians providing one-on-one coaching in similar areas, how will your services stand out? A future issue of Dental Practice Success will include information on how to establish yourself as a leader in thought in your niche area, as well as other marketing options for gaining the exposure your new consulting business will likely need.



## Discover the power of networking

One of the best ways to become known as a consultant is to network with colleagues, publishers and vendors. Two groups who offer solid opportunities for this networking through membership and their annual meetings are Speaking Consulting Network and Academy of Dental Management Consultants.



Dental consulting is an exciting opportunity that can be customized to meet your career goals. You may be interested in consulting a few hours a month or making it a full time business. Maybe you'd like to offer hourly coaching over a shared computer screen or the phone. Or, perhaps you'd like to travel across the nation to work in-office with your client. The only limitation is your commitment and imagination. Go ahead. Dream big and share your knowledge, improving not only the quality of the practice and patient experience, but also your career. ♦



Vanessa Emerson, [www.VanessaEmerson.com](http://www.VanessaEmerson.com), provides business strategy coaching for dental speakers/consultants. Her company specializes in marketing packets/brochures, website design and e-mail services. Ms. Emerson is founder of the online Directory of Dental Speakers. Email her at [info@vanessaemerson.com](mailto:info@vanessaemerson.com) for a  Differentiation Exercise that can help you determine how to position your services or to schedule your complimentary consultation.