



YOUR FREE  
DOWNLOAD

*enjoy!*



# A NOTE FROM THE AUTHOR

WELCOME TO ASPIRE2D'S FREE RESOURCES

## **Congratulations on pursuing new skills and knowledge with Aspire To Dental!**

My name is Renata Emilianowicz and I am a qualified dental practice manager with over 28 years of hands-on clinical, front desk and admin experience in private dental practices in Melbourne, Australia.

In 2012 I founded Fledgling Dental Services, practice management consulting, and began sharing my management knowledge and front desk expertise with dentists and their teams, improving their practices and enhancing their skills. In 2020, Fledgling made the pivot to Aspire2d to meet the needs of the dental team; namely the assistants, front desk and managers who want to learn and develop professionally through continuing education.

My courses aim to provide you with the knowledge, skills and tools to become confident, proactive, effective and skillful. Dental life can be challenging and the more knowledge and skills you take up, the more successful, valuable and sought-after you become!

I hope you enjoy this free resource and that it brings you closer to your own goals. Remember as you move forward, that you are investing in yourself and that is awesome!

Well done to you!

*Renata Emilianowicz*

Renata Emilianowicz  
Founder of Aspire2d.com.au

# Negative REVIEWS

The best way to view negative reviews is to consider them an ***opportunity to improve*** your service.

Responding to neutral, average, negative, fake or false reviews is essential to ***maintain your good reputation*** on line.

Your responses are a ***reflection*** of the calibre and culture of your practice. It is a reflection of how you serve your clients and your ***commitment to improving*** service.

- **94%** of consumers say they avoided a business due to bad reviews
- **45%** say they're more likely to use a business that responds to negative reviews
- **53%** expect the business to respond within a week

A well-thought out and prompt response is critical if you don't want to ***drive away potential clients*** from your practice. Develop a policy and ***system to respond to reviews*** including assigning responsibility to a team member to see it through to the ***client's satisfaction***.



# RESPONDING TO FEEDBACK

1  
Keep your cool,  
don't be  
emotional

2  
Respond  
promptly

3  
No excuses  
or blame

4  
Customise your  
response

5  
Be specific  
but maintain  
privacy

6  
Don't be overly  
apologetic or  
sympathetic

7  
Focus on  
commitment to  
quality/service

8  
Focus on the  
next steps  
to resolve

# FORMULATE YOUR FEEDBACK

1  
Address the  
reviewer by  
name

2  
Say  
Thank You  
for the review

3  
Apologise

4  
Take  
responsibility

5  
Offer to  
make things  
right

6  
Take the  
discussion  
offline

7  
Ask for a second  
chance



# RESPONSE OPTIONS TO NEGATIVE FEEDBACK

Dear Name,

Thanks for sharing your feedback. We're sorry your experience didn't match your expectations. It was an uncommon instance and we'll do better. Please feel free to reach out to our team at [info@your practice.com](mailto:info@your practice.com) or phone 9000 0000 with any further comments, concerns, or suggestions you wish to share. We would love to make things right if you give us another chance.

We would like the opportunity to investigate your feedback further. Please could you contact our team at [info@your practice.com](mailto:info@your practice.com) or phone 9000 0000. We'll work with you to resolve any issues as quickly as possible.

We are sorry that your experience at Your Practice Name didn't quite match your expectations. We would love to know why, so that we can deliver a better experience next time. You may reach us anytime at [info@your practice.com](mailto:info@your practice.com) or phone 9000 0000. Again, thank you for your feedback.



# RESPONSE OPTIONS TO FALSE REVIEWS

Dear Name,

We would like to respond to your feedback however, we have no record of you as a client. In case we've made an error, please contact us at [info@yourpractice.com](mailto:info@yourpractice.com) or phone 9000 0000 and we'll work with you to resolve any issues as quickly as possible.

We appreciate when our clients take time to review us, but it seems that may have the wrong practice as we don't have any record of you ever having visited us. Maybe you have us confused with another practice? If it was definitely us then we'd love the opportunity to make things right. Please contact us at [info@yourpractice.com](mailto:info@yourpractice.com) or phone 9000 0000 and we'll work with you to resolve any issues as quickly as possible.

I think there's some confusion here, as you wrote that we <closed early on Sunday so you couldn't get in, but we aren't open on Sundays>. Maybe it was another day (or a different practice)? If you wouldn't mind calling us so we can understand the issue a little more then I'm sure we can figure out what happened.



# RESPONSE OPTIONS TO NEUTRAL REVIEWS

Dear Name,

Thanks for your review. We would love to know more about your experience so that we can use your valuable feedback to deliver an even better service next time. Please reach out to us at [info@yourpractice.com](mailto:info@yourpractice.com) or phone 9000 0000 with any further comments or suggestions you wish to share. Thanks again!

We're so glad you enjoyed <insert positive feedback>. Our team work hard to <reinforce quality/service>. We take your concerns seriously and would love to know more about your visit. We'll be in contact with you soon to discuss how we can improve. Thanks for your feedback.

Thank you for your honesty! I'm sorry we were only average and we'd like to know how we can do better next time. All our clients are special to us and we'd love the opportunity to make things right for you. Please contact us to discuss this further.



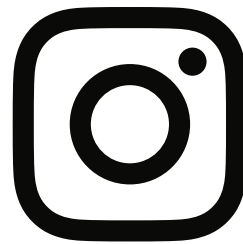


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Connect with Renata on social media!



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thank you!

*Renata Emilianowicz*