

Dr Barry Oulton

The Confident Dentist

The Agreement Frame

Handling difficult conversations in a Dental Practice using
the NLP Agreement Frame.



Introduction

Navigating difficult conversations in a dental practice is crucial for maintaining a harmonious work environment, ensuring patient satisfaction, and addressing concerns effectively.

The Agreement Frame is a communication tool designed to create understanding and build bridges during potentially contentious discussions. This training document will guide dental business owners on how to use the Agreement Frame during challenging conversations.

What is the Agreement Frame?

The NLP Agreement Frame is a technique that focuses on aligning with the other person's viewpoint, even if there's disagreement, by using specific language patterns. The main components are:

- 1. Acknowledging** - Recognising the other person's perspective.
- 2. Building** - Using words that build on the conversation rather than opposing it.
- 3. Redirecting** - Steering the conversation towards a mutual understanding or solution.

Key Phrases in the Agreement Frame:

- “I appreciate/understand/acknowledge...”
- “And at the same time...”
- “So what if...”

Step-by-step guide to using the Agreement Frame:

1. Start by listening actively: Give the person your full attention. This will give you the context you need to frame your response.

2. Acknowledge their perspective: Even if you don't agree, show that you've heard and understood their point of view.

- Example: “I understand that you're concerned about the cost of this treatment...”

3. Build on their statement: Use conjunctions like 'and' to build on their point without negating it. Avoid using 'but' as it often negates what was said before.

- Example: “...and I appreciate your concern for your budget.”

4. Redirect towards a solution: This is where you introduce your perspective or suggest a potential solution, ensuring that it aligns with the context of what they've shared.

- Example: “...So what if we explored some payment options or alternatives that might be more comfortable for you?”

Practical scenarios in a dental practice:

1. Addressing Patient Anxiety:

- Patient: “I’m terrified of dental procedures!”
- Response: “I understand that dental visits can be anxiety-inducing for many, and it’s essential for us to ensure you feel comfortable. So what if we discussed some relaxation techniques or sedation options for your procedure?”

2. Discussing Treatment Options:

- Patient: “I don’t think I need this procedure.”
- Response: “I acknowledge your perspective, and it’s crucial for you to feel informed and confident about any treatment. Let’s review the reasons for the recommendation and explore alternative options.”

3. Handling Staff Conflicts:

- Staff: “I don’t think the new scheduling system is efficient.”
- Response: “I appreciate your feedback and understand your concerns. Let’s discuss what aspects you find challenging, and consider potential adjustments.”

[Click here to access the FREE video training!](#)