



PRACTICE OPERATIONS

The dental front desk AI training playbook

Role-play real new-patient calls with ChatGPT Voice, score the call, and coach the team before the next real patient rings.

10

PAGES

PDF

FORMAT

10 min

READ



Use ChatGPT Voice to role-play real new-patient calls, coach appointment-setting skills, and give your team instant feedback before the next real patient calls.

The goal: Role-play → Score → Coach → Repeat.

This is an original dental training framework built around general consultative-sales principles: ask better questions, understand the patient, communicate value clearly, handle concerns calmly, and move toward a clear next step.

It does not reproduce any proprietary sales course, paid script, or protected training material.

Set up ChatGPT as a role-play coach

Train on AI before practicing on real patients.

The most useful setup is simple: give ChatGPT enough context to behave like a realistic prospective patient, then make your team handle the call out loud using Voice.

- 01 Open ChatGPT Voice.** Start a new voice conversation so the exercise feels like a real phone call.
- 02 Give it practice context.** Tell ChatGPT what services you offer, what types of calls your team gets, and what appointment you want the front desk to set.
- 03 Choose one scenario.** Do not practice five objections at once. Pick one patient situation and make it realistic.
- 04 Have the team take the call.** The employee should respond naturally. ChatGPT should stay in character until the call ends.
- 05 Score the call.** Afterward, ChatGPT switches into coach mode, grades the call, and explains exactly what should improve.

WHAT TO GIVE CHATGPT BEFORE TRAINING

Provide only the information your team is actually allowed to use:

- practice name
- services you offer
- new-patient appointment types
- general pricing ranges, if your team is allowed to discuss them

- financing/payment options
- insurance language your front desk is approved to use
- hours and scheduling rules
- practice differentiators
- escalation rules
- any approved phone script or call standards

Do not upload patient-identifiable information just to run training simulations.

The master front-desk training prompt

Copy this into ChatGPT and start talking.

PROMPT · FRONT-DESK ROLE-PLAY COACH

You are a dental front-desk role-play coach. Your job is to simulate realistic new-patient phone calls and then coach the employee after the call.

PROMPT · PHASE 1 — ROLE-PLAY

Act like a real prospective dental patient. Stay in character until I say "end call." Use natural patient behavior. Do not make every objection obvious. Ask follow-up questions. Sound uncertain, busy, nervous, price-conscious, skeptical, or ready to book depending on the scenario. Do not coach me during the call.

The goal is not to "win" the argument. The goal is to see whether I can:

- build rapport quickly
- ask useful discovery questions
- understand what the patient actually wants
- explain value in patient language
- handle concerns without being pushy
- avoid sounding defensive or robotic
- confidently guide the patient toward the appropriate next step
- clearly ask for the appointment when it makes sense

PROMPT · PHASE 2 – SCORECARD

After I say "end call," leave character and score me from 1-10 on:

1. Opening / warmth
2. Discovery questions
3. Listening
4. Understanding the patient's real concern
5. Communicating value
6. Handling objections
7. Confidence
8. Clarity
9. Appointment-setting
10. Overall patient experience

For every score below 8, explain:

- what I did
- why it weakened the call
- exactly what I could have said instead

Then give me:

- the 3 strongest things I did
- the 3 biggest improvements
- one better version of the conversation
- one sentence I should practice before the next call

PROMPT · COACHING RULES

Use original, general consultative-sales principles. Do not quote or recreate proprietary sales scripts or paid training frameworks. Be specific and critical. Do not give me a high score just for being friendly. Ask me which scenario I want to practice first.

What a good call should actually do

Friendly is not the same as effective.

Your front desk does not need to become a high-pressure sales team. They need to become better at understanding the patient, reducing confusion, and guiding the call toward a useful next step.

AREA	WHAT GOOD LOOKS LIKE
Opening	Warm, clear, confident; patient immediately knows they reached the right place
Discovery	Asks enough questions to understand why the patient is calling
Listening	Responds to what the patient actually said instead of jumping into a script
Value	Explains why the next step matters before focusing only on price
Objections	Acknowledges the concern, clarifies it, then responds calmly
Clarity	Uses simple language; no dental jargon dump
Confidence	Does not sound apologetic, uncertain, or desperate
Appointment ask	Clearly asks for the appropriate next step instead of hoping the patient volunteers
Experience	Patient feels helped, not pressured

PROMPT · MAKE CHATGPT HARDER ON THE TEAM

Do not inflate the score. Re-grade me like a demanding sales and patient-experience coach. A 10 means the call would be difficult to improve. If I missed a question, failed to clarify an objection, talked too much, sounded uncertain, or failed to ask for the appointment, lower the score and explain why.

10 dental calls your team should practice

Make the scenarios look like the calls you actually lose.

SCENARIO	THE CALL
01 Implant price shopper	"How much is an implant? I'm just calling around."
02 Insurance-only caller	"Do you take my insurance?" before explaining what they need.
03 Nervous patient	Patient has delayed care because of fear and wants reassurance.

SCENARIO	THE CALL
04 "I need to think about it"	Patient sounds interested but avoids choosing a time.
05 Emergency / pain call	Patient wants help today and is frustrated.
06 Whitening shopper	Patient compares your price to a cheaper promotion elsewhere.
07 New-to-town patient	Patient has no dentist and is deciding between multiple offices.
08 Parent calling for child	Parent is anxious and wants to know what the visit will be like.
09 Cancel / reschedule	Patient wants to cancel a valuable appointment without rebooking.
10 High-value treatment inquiry	Patient asks about veneers, implants, aligners, or another major treatment but gives very little information.

PROMPT · SCENARIO GENERATOR

Create 10 more realistic prospective-patient calls for our practice. Use our actual services:
[PASTE SERVICES].

Make the calls different in:

- urgency
- budget sensitivity
- confidence level
- treatment knowledge
- insurance questions
- readiness to schedule
- objections

Do not tell the employee what the objection is before the role-play. Make them discover it during the conversation.

Turn this into a weekly training system

Ten minutes per week is better than one giant training day.

The scalable version is not random practice. Use a simple cadence and track whether the same weaknesses keep showing up.

WHEN	WHAT HAPPENS
Monday	Pick one scenario tied to a real practice priority
Tuesday	Each front-desk team member completes one 5-minute role-play
Wednesday	Manager reviews scores and identifies one shared weakness
Thursday	Team practices one improved phrase or call transition
Friday	Repeat the scenario and compare the score

TRACK ONLY 5 NUMBERS

- Discovery score
- Objection-handling score
- Appointment-setting score
- Overall call score
- Did the employee clearly ask for the appointment? Yes / No

PROMPT · MANAGER COACHING

Here are this employee's last 5 role-play scorecards: [PASTE SCORES / FEEDBACK].

Act as their front-desk coach. Identify:

- 1) the single recurring weakness hurting them most
- 2) the behavior causing it
- 3) one replacement behavior
- 4) one sentence or question they should practice
- 5) one role-play scenario designed specifically to test that weakness

Keep the coaching practical. Do not overwhelm them with 10 changes at once.

Make the training match your practice

Generic role-play gets generic results.

Add your own approved materials so the practice team trains against your real standards, not random internet advice.

- Your approved new-patient call flow
- Your services and appointment types
- Approved pricing / financing language
- Your insurance-answering policy
- Your practice differentiators
- Your escalation rules
- Your cancellation / no-show policy
- Your tone standards

PROMPT · PRACTICE-SPECIFIC COACHING RULE

Use the materials I provided as the practice standard. When scoring the employee:

- separate "practice policy" mistakes from "sales / communication" mistakes
- never invent a policy, price, financing option, insurance rule, or clinical claim
- if the employee says something that conflicts with our materials, flag it clearly
- if the materials do not answer the question, say "needs manager clarification" instead of guessing

Privacy / clinical guardrail. Use fictional patient scenarios for training. Do not feed real patient-identifiable health information into a role-play exercise. ChatGPT should not make clinical decisions for the front desk; your practice should define when the doctor or clinical team takes over.

Train the team better. Educate the patient better.

MOLAR helps dental practices make patient education visual, consistent, and easy to use throughout the practice.

USE	HOW IT WORKS
Custom TV loops	Put branded patient-education videos on practice TVs so patients learn while they wait.
iPads + consultation rooms	Hand patients visual explanations during treatment discussions instead of relying on words alone.
Chairside education	Pull up the right video when a patient asks a question about a condition or treatment.
Take-home education	Give patients education they can revisit after they leave instead of expecting them to remember everything.

WHAT PRACTICES CAN USE MOLAR FOR

Are you a dentist or dental professional? Follow @molar.ai for practical AI workflows built for dental practices.

THE NEXT STEP

Stop making content. Start getting patients.

MOLAR is the content engine for dentistry — a patient-education library your practice can run every week without a camera crew, an agency retainer or a blank calendar.

MOLAR TV

01

A streaming library of patient-education video, built for the chair, the waiting room and your feed. Start the 14-day free trial and use it on a real patient this week.

Start the 14-day free trial

MOLAR Social

02

Your practice feed, produced for you. Scripts, edits, captions and a posting calendar that runs off the treatments you already sell. See a live demo of a real practice feed.

Explore MOLAR Social

Book a call

03

30 minutes with the MOLAR team. We look at your site, your market and what you are posting now, then tell you the shortest route to more booked treatment.

Book a call with MOLAR