

How to GET Them IN the Door and Guide Them to YES!

Do you need more new patients?

Did you know the average dental office is not answering 32-55% of their new patient opportunity calls from advertising sources? You're paying for the phone to ring but you're not answering. This also means you could tap into this lost opportunity tomorrow if you could identify how it's happening to you. If you are concerned about these missed new patient opportunities, want to know how to best handle new patient phone calls, are looking for the data to make educated, informed decisions on what marketing does/doesn't work in your market, want to learn how to attract a better quality new patient, and if you desire explosive revenue growth: *this course is for you.*

This interactive, fast-paced program is tailored for dentists and their teams wanting to attract more new patients and increase case acceptance without wasteful marketing expenditures. Learn how grass roots marketing and a dental \$avings plan can help you tap into an unlimited supply of fee-for-service new patients and increase practice revenue exponentially. Explore the principles of influence and persuasion and learn how to tailor your presentation style to meet the needs of each patient. Learn how to utilize external, internal and grass roots marketing to survive the corporate tsunami that is engulfing the dental landscape today.

This workshop is based on data, research and science. The methods have been tested and proven, and most importantly, it's reproducible and can be learned by anyone!

LEARNING OBJECTIVES:

- Recognize that marketing can be a science, not a mystery
- Establish how to create customized messages that differentiates you from your colleagues
- Select the appropriate medium for reaching the masses
- Explore strategies and language for increasing your team's conversions of new patient calls
- Discuss patient offers that motivate more people to call
- Learn a referral system using Dr. Robert Cialdini's Principles of Influence
- Utilize the psychological differences between men and women to tailor your presentation style
- Discover ethical influence and persuasion techniques which decrease no shows and increase case acceptance for any procedure in dentistry

Suggested Format: Full or Partial Day; Lecture, Workshop, Keynote
Suggested Audience: Dentist and Team



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HOW TO GROW YOUR DENTAL MEMBERSHIP PLAN

by Dr. Christopher Phelps DMD, CMCT

**#1 BEST
SELLER ON
amazon.com®**

Two straight years of 43% growth generated over \$1,455,000 in revenue in Dr. Phelps' practice. Learn where to find your ideal new patients and how to help them overcome the hurdles that keep them from appointing. Dr. Phelps' shares his unique solution and how to apply it to your practice.

- ✓ How to break free from the 3 major tensions facing private practice
- ✓ How to increase new ideal patient flow
- ✓ How to market to the virtually untouched Fee for Service market
- ✓ How to find the freedom and financial stability you never thought possible

CHRISTOPHER PHELPS, DMD

