

April 28th-29th, 2023

# PRINCIPLES OF INFLUENCE FOR DENTISTRY

Learn how to set the stage to decrease no shows, get more people to refer, pay today and increase case acceptance!

Also live streamed via Zoom 

Dr. Robert Cialdini's work, translated and applied to dentistry by Dr. Christopher Phelps DMD, CMCT combines science and practical experience into actionable steps, proven to ethically influence patient compliance by up to 200%.

This two-day interactive program is tailored for dentists and their teams, their unique issues and challenges with patients, potential patients and team members.

**"Amazing information you can't find anywhere else. Totally applicable & ethical!"**

- David Sherberg, Bayway Dental



## In this workshop you will learn:

- ✓ The Six Universal Principles of Persuasion that have been scientifically proven to make you most effective and your practice most successful.
  - Reciprocity
  - Commitment & Consistency
  - Social Proof
  - Liking
  - Authority
  - Scarcity
- ✓ How Dr. Phelps CMCT, Cialdini Method Certified Trainer has used these principles in his practices to:
  - Increase referrals
  - Decrease no shows
  - Increase case acceptance

And much more!

How the Reciprocity principle can increase referrals



How to use social proof to attract more patients



What the research says about Commitment that significantly decreases expensive no-shows



“ Dr. Phelps knocked it out of the park! This program should be mandatory for every dentist in the United States! ”

■ It's easy for me to recommend Dr. Chris Phelps highly as a Principles of Persuasion Workshop presenter because I am confident that participants in his workshops will do the same. That is so not just because of his engaging presentational style but also because of a truly impressive ability to link workshop material to specific actions steps that improve participants' bottom lines. ■

“I was very grateful to find out about this workshop. I've heard great things about the book INFLUENCE so I listened to the audio book. Honestly, I struggled to figure out how to apply the principles in my dental practice. This course has really helped me to see so many possibilities and opportunities when interacting with patients to gain trust and case acceptance. Thank you!”

- Lisa Curry, DMD, Curry Dental Center

“ Dr. Phelps course is a must do for any serious dentist looking to take their office to the next level. He will teach you how to actually get patient's to do the treatment they need! We are only 1 week past the course and are already seeing tremendous benefits in our practice! ”

- Dr. Matthew Ross, Arizona

“ After I took the course I was very thrilled to implement positive things to the office. As a team, we applied the principles on the following Monday, such as using "anchor," liking, reciprocation, etc. I tracked the case acceptance on NP and crs on the existing pts. It worked!! All the NPs scheduled back with tx. Acceptance of tx on crs were 80% from the existing pts. I was so shocked to see how the science behind this principles actually reproduced. ”

- Dr. Yoon Y, Centreville, Ohio

■ Three weeks ago my staff and I finished the 2-day 16 hour Principles of Persuasion workshop. Here are some qualitative results since then. No one has left our office without scheduling an appointment with us. No one. Case acceptance is notably increased thanks to the price stairs technique. A/R is dramatically higher the past 2 weeks. The course has paid for itself already. Well done, Chris. I'm glad you got to present to a large awesome group who will also benefit from your wisdom. ■

- Dr. Peter B, Walpole New Hampshire

\*\*\*The very first patient we treated this morning, we completed veneers on 6-11, and then she returned for me to crown #4-5 because the old alloy looked ugly and she wanted her smile improved. She's a walking smile now and keeps telling us how much she loves her smile. ... and us. So - I took this as a "thank you" for my new smile, and asked for two things (actually more): we got her recall scheduled, and she's signing release, getting photo taken, writing testimony AND wants to join our DSP because she'll be retiring soon and will lose her dental benefits!! Wow!! I told my wife we usually trip over things and break something in the process, but this time we "tripped over" Dr. Phelps through GEMS, and are about "break" records!!! \*\*\*

- Dr. George A. Bare, Clarksville Tennessee

Price for  
Doctors:

Additional  
Staff Member:

Doctor  
Live Stream:

Additional Staff  
Live Stream:

**\$2397 \$1197 \$1050 \$750**

Further discounts for team member!  
Check the registration link for more  
information and team pricing:

**bit.ly/POPApril2023**

**APRIL  
28-29, 2023**



If you have any questions or need help registering, please contact April at [chris@drphelpshelps.com](mailto:chris@drphelpshelps.com) or by phone at 704-964-9411

Cancellations received within 48 hours of the event will not be eligible for a refund of their registration fees.  
Cancellations received within 7-14 days of the event will be eligible for a refund of 50% of their registration fees.  
Cancellations 14 days before the event or longer will be eligible for a full refund of their registration fees.

This course is designated  
with **14 CE Credits**

