



2. *Mastering Practice Growth in Challenging Times*

Presented by Terry Goss

The current economic climate presents new challenges to the modern dental practice. Traditional management styles and familiar marketing approaches fall short of what is needed to thrive in today's marketplace. The continued growth of your practice demands strong leadership, a cohesive team, exceptional patient facilitation and a fresh approach to marketing. In this power-packed, one-day workshop you will gain the knowledge and tools to set your team on the path to a stronger, more enduring practice. Get ready to be excited about what's possible!

A distinctive, contemporary and effective marketing strategy aimed at reaching and capturing your target market is fundamental to your financial success. Increase your return on investment by combining tried and true external marketing ideas with new research and the latest technologies. Incorporate masterful patient facilitation and creative internal marketing to dramatically increase case acceptance and enthusiastic referrals.

This workshop gives you the tools to maximize opportunities for growth and help your practice flourish by building an empowering working environment that fosters team commitment and ownership for the success of your practice.

Learn leading edge techniques that help you...

- ◆ Design a successful marketing strategy that will attract the patients you want and maximize your return on investment
- ◆ Incorporate innovative internal marketing ideas that are affordable, easy to implement and guarantee positive results
- ◆ Generate enthusiastic, influential testimonials and compose educational materials and tools to show what's possible
- ◆ Establish clear internal and external marketing objectives with effective monitors to measure your success
- ◆ Utilize the ***Six Phases of Facilitation*** to maximize patient satisfaction, loyalty and increase case acceptance
- ◆ Implement the ***Five Essentials to Team Synergy*** – pulling everyone together and propelling your practice forward
- ◆ Embrace the collaborative leadership concepts and practices that give everyone a stake in the future and success of the practice

Who should attend...

- ✓ Dentists, Practice Administrators and Team Members committed to the financial health, stability and growth of their practice