

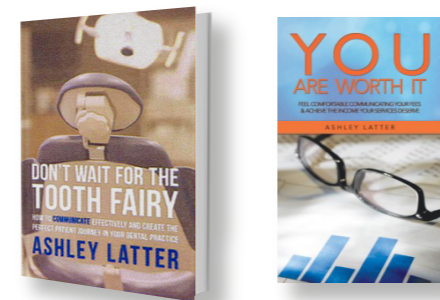
If that is not enough...

6. Create the Perfect Team - Richard Jones and Ashley Latter

The key driver for a business is the team itself and without a well-motivated and happy team the full potential of a business will not be realised. Discover the importance of establishing right culture and the key strategies to choosing, developing and motivating your team. This is only possible with robust leadership at all levels and at the retreat you will discover how everyone can improve their leadership qualities.

Your investment...

➔ Orthodontist £1,600 plus vat
Team Member £750 plus vat



Includes:

- ➔ Two full days
- ➔ 16 hours cpd
- ➔ Manual, all hand-outs,
- ➔ Copies of Ashley Latter's two books
- ➔ DVD You are Worth it - How to discuss fees with self confidence
- ➔ DVD How to overcome all your patients price objections
- ➔ Lunch and refreshments both days

Register Now to Attend the 2018 Orthodontist Retreat

Location: De Vere Hotel -The Cotswolds
Date: Wednesday 25th & Thursday 26th April 2018
Time: 9.00 to 6.00p.m. both days

Only 45 places available. *Please Note - This is our third event and the first two both sold out.



After five long years, the wait is over –
Latter and Jones are back, this time with a Barrow

A two day 'retreat' where forward thinking orthodontists and their teams can unite and join Ashley, Richard and Chris to discover new skills, strategies, forge new relationships and create the practice of their dreams.

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“ Thank you so much for a fantastic two days in the Lake District. The course was superb and I have come back with my head buzzing with so many new ideas. It's only Monday and already I have started to put things into action!!
It was great networking with other orthodontists and I think what was reassuring for me is how our practice is so up to date. As always, I am looking at ways to improve and I have a lot of things written in my book to work through over the coming months. ”
Catherine McCanny - St. Michael's Orthodontics

To book your places and to learn more about our
exclusive De Vere hotel room discounts
please call 0161 724 8728

Email. alessio@thesellingcoach.com

or visit www.ashleylatter.com



Church House, Church Green, Radcliffe,
Manchester M26 2QA

Here is just a taste of what you will discover:

1. The Truth about Dental Marketing - it's about people, not systems - Chris Barrow



As I travel around the UK and Ireland (and sometimes further afield), many practice owners tell me that they want:

1. More new patients of high quality
2. Their teams enrolled into marketing
3. To make sure that they are getting a return on their investment
4. To convert clients who walk through the door, to patients.

To be frank, there is no rocket science here - marketing isn't complicated - so why do so many owners and managers struggle with this? Why do the gurus make it complicated?

The outcomes of this session:

- How to develop patients who become great centres of influence and send all of their family and friends to you
- How to increase the number of prospective new patients who arrive in your practice without wasting money on expensive advertising campaigns
- How to mentor your clinicians to excel in marketing when they have done nothing about it beforehand
- How to get your team members ridiculously enthusiastic about internal marketing

2. Discover The Eight Steps to a Perfect Consultation - Ashley Latter

Whether you like it or not, we are all in sales, nothing happens unless a patient agrees to your treatment plan. Every person in your practice is in sales, from when the telephone is answered, right through to the consultation. In this presentation, Ashley Latter will share eight proven strategies to help you hear YES more often - all in a very ethical manner.

The outcomes of the workshop:

- The 8 step proven structure to a successful consultation, miss one of these out and you might not hear a yes as much as you would like
- Understand what the 5 emotional reasons are when patients make decisions to buy treatment.
- Create a package so that you can help more parents say yes more often for their child's private treatments, especially when they do not qualify for NHS treatment
- Discuss fees with more self-confidence, create and be able to present value when you are presenting treatment to your patients
- Sell at a higher price than your competitors
- Discover the value of video testimonials when you are presenting treatment plans. Learn how to get them, use them and most importantly the seven questions you ask in each video testimonial.

3. Relationship Marketing: Discover the Latest Strategies to help maintain and grow your referral base - Richard Jones

If your practice relies on referrals from Dental Practices, then maintaining these relationships is absolutely crucial to your success. After all, they are the life blood to the success of your practice. However, the demographics of the referrer are constantly changing and what worked a few years ago, may not work today.

In this workshop you will

- Understand how the demographics of your referring dentists are changing
- Understand the values of the dentists - Knowing what these are is an absolute must to the success of your practice
- How to maintain the relationship and reward loyalty
- Discover the 12 fundamental strategies that are needed to develop loyalty and grow your referral base

4. Create World Class Patient Customer Service Experience - Richard Jones and Ashley Latter

Creating a World Class Customer Service operation is crucial to the profits of your practice, they are linked. Meeting expectations is no longer enough, wowing them is the name of the game.

In this presentation you will discover:

- What values are crucial to the patient, whether they are an adult or a child
- What is world class service, what does it look like and how to get your team on board
- The 12 essential strategies that need to be put in place, so that you create raving fan that refer their friends to your practice.

5. Operational Excellence - Richard Jones

So far we have learnt the most contemporary strategies on how to attract new patients and how to maintain and grow our relationships with our dentists. We have also learnt the most up to date techniques on how to sell ethically to them. The success of your practice is underpinned by the framework of operational success, without it, the whole operation could creak.

In this workshop you will discover:

- How to make it all happen- putting operational strategies in place to help your business run smoothly
- Measuring, forecasting and improving performance - just a few small variations, can impact your profitability by as much as 30%
- The 10 operational KPI's that are essential to the success and profitability of your practice
- The Orthodontic Calendar - a complete 12 month operational calendar to ensure the smooth running of your business optimising profit and efficiency