

The Secrets to Perfect Communication in your Dental Practice

5 hrs
CPD

Become world-class at communicating your technical skills, so that you can finally deliver the dentistry that you love to do and most importantly your patients want

Saturday 25 November 2017



Presenter



Ashley Latter

The most dangerous number in business is the **number one**. If you rely heavily on the NHS for your income, what would happen to your practice life if there were changes to the contract tomorrow? With all the uncertainty in the NHS and all the pressures that it is now under, it is more important than ever that dentists look at how to promote and communicate the benefits of private treatment and create alternative forms of income.

Does any of this sound familiar?

- Would you like to have more of your private treatment plans accepted and be paid well for the work you do?
- Do you feel uncomfortable discussing private fees with your patients? Are you a little afraid to ask for the correct fee and are concerned the patient will think you are "ripping them off?"
- Do you often find yourself justifying your fees?
- Have you ever been in the situation where you have reduced your fees without even being asked to, just because you feel that the patient will not or cannot pay you?
- Would you like to be able communicate in a way that does not sound too salesy and encourages patients to buy into your private options in an ethical manner?

If the answer is YES, then this is a must attend workshop.

Workshop Outcomes

- Discover the six key biggest communication mistakes made by dentists every day in their communication. These mistakes are costing thousands of pounds worth of opportunity every week
- Learn what the skills and attributes are of the most successful dentists in the UK and are essential in order to encourage more patients to say yes to private treatments
- Develop more self-confidence and a more positive attitude of success and accomplishment
- Discover the one major secret on why some dentists are more successful than others
- Understand the eight proven steps of the Ethical Sales Approach, so that more patients say yes to your private treatment plans
- Build instant rapport with all types of patients. Discover the one secret on how to build instant rapport with your patients and get them to like you instantly
- Understand how patients make decisions when they buy cosmetic dentistry. Have you taken the Short term Ortho Course, but have not achieved the success that you feel that you deserve?
- Learn how to communicate effectively, clearly and concisely. Understand the language that excites patients to take action and most importantly, what you must not say to dissuade them
- Create a world class patient journey in your practice. Stand out from all other practices.

Why Ashley Latter?

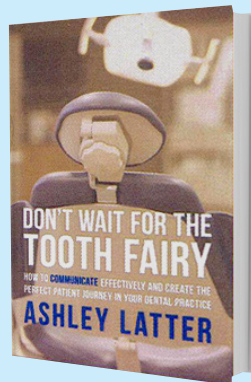
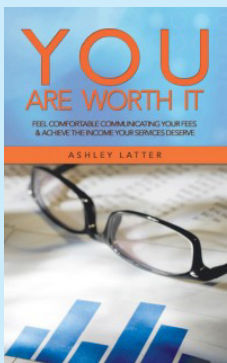
Since 1994, over 14,500 delegates have now taken his two day Ethical Sales and Communication Programme in over 13 countries world-wide. This programme is legendary in the U.K. and Irish Dental World and is probably the most sought after programme in dentistry today. Ashley has delivered this programme eight times in the USA, in India and twice in Australia. Many NHS Dentists are now committing to themselves to this programme and in many cases are increasing their private treatment by over 100% per month.

Apart from the **Ethical Sales & Communication Programme**, Ashley delivers other programmes including **Creating a World Class Patient Journey**, **Creating a High Performance Team**, **How to Turn Telephone Enquiries into Appointments** and a **High Impact Presentation Skills Programme**. Ashley also works with a very forward thinking group of dentists and orthodontists on the Serious Players Club, which is an Entrepreneur group.

In March 2014, Ashley was voted number 12 Most Influential Person in UK Dentistry.

Ashley is the author of two books

“Don’t wait for the Tooth Fairy” and
“You are Worth it”



In short, he is simply the best at helping dentists and their teams connect better with their patients, so that they can finally deliver the dentistry that they love to do and most importantly their patients want.

Venue:

Renaissance London Heathrow
Bath Road, Hounslow, TW6 2AQ
Saturday 25th November 2017
9am – 4pm

Your investment

£150

Please note that it is normally £1560 to take Ashley’s two day Ethical Sales and Communication Programme.

This course is heavily sponsored by Dental Directory

BOOK NOW!

To book Please email **Sarah Stapleton at: dpl@chinehamdental.co.uk** and provide the following information: name, GDC number, practice address, position at the practice, email address and contact number. We expect this day to sell out quick, so please confirm your attendance immediately.

Payment is required to confirm your space. You can pay by **BACS transfer** using the account details below: Account Name: Dental Professionals Limited Sort code: **30-99-66** Account no: **00568208**

Please ensure you reference the payment with your name.



www.dplgroup.org.uk



www.ashleylatter.com



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