

MAKING IT EASY FOR PATIENTS TO SAY

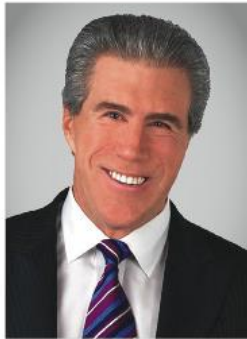
Yes!

Case Acceptance for Complete Dentistry

Making It Easy for Patients to Say "Yes" is a highly interactive two hour evening workshop using case study simulations that make your lessons immediately relevant to your everyday practice.

Making It Easy for Patients to Say "Yes" is specifically designed for you if you have a broad base general "bread and butter" practice and are also growing the complex care aspect of your practice – cosmetic, implant, CAD CAM, 3D imaging/airway, and rehabilitative dentistry.

YOUR COACH



Dr. Paul Homoly, CSP, is president of Homoly Communications Institute which focuses on the key drivers of dental practice success – case acceptance, profitability and fees, team development, marketing, and communication.

To learn more about Dr. Paul Homoly, visit www.paulhomoly.com and read how he can boost your practice.

WORKSHOP DATE & LOCATION

Westin Governor Morris
2 Whippany Road
Morristown, NJ 07960

Wednesday, October 14, 2015
Buffet 6-7 PM
Lecture 7-9 PM

WORKSHOP OVERVIEW

This workshop is designed to introduce you to the essential strategies of the new patient process and case acceptance from the initial telephone call through case presentation/ financial discussions. You'll learn:

- **Simple vs. Complex care patients** - Discover behaviors and preferences of simple vs. complex care new patients
- **The Four Chiefs™** - Essential conversations that distinguish you from all other providers
- **The Sequence of Influence™** - How to present treatment so patients really listen
- **The Cross-over Zone™** - Manage your economic comfort zone and increase your confidence when quoting high fees
- **Building stacks** – How to manage patients who are not yet ready for dental care

The workshop enjoys excellent instructional design making the content easy and fun to learn. It's immediately applicable in your practice and designed for the entire dental team to attend.

TUITION & ENROLLMENT

\$50 Each Dentist
\$50 Each Team Member

(Active customers of Kuwata Pan Dent and one team member NO CHARGE)

To register, call Francine at
973-540-0700 x 15

