



making good practices great



Top level training for dentists and all the team

**“Tell me and I forget. Teach me and I remember.
Involve me and I learn.”**

Benjamin Franklin

Our clients always significantly increase their personal and practice income after attending this hands-on course. For most it is between £1k and 5K per week, some have achieved £30k in 14 days or 4x the private work in a month.

What would it mean for you, to learn how to be more influential and to predictably, sustainably and significantly increase your income?

What difference would this make to you, this month, this year and over your career?

“I wish I had spent more time learning these skills earlier, it would have had more impact than all the clinical courses.”

Patient Centred Sales – BEST CHOICES

A unique approach to eliciting your patients health belief model and discussing treatment.

You will be able to deliver it with **integrity**, without feeling as if you are selling and as a result your patients will choose the treatment that is **best for them rather than the cheapest**. Consequently, you will increase the **quality, diversity and complexity of the treatment** you offer.

Have you attended an MSc or a year long hands-on training?

If so, this is the perfect course to take your communication and clinical skills to the next level and enable your patients to access your excellent clinical skills and treatment.

Are you scared of being sued or taken to the GDC?

Most dentists are. The indemnity providers tell us that poor communication skills are a bigger predictor to whether you will get sued or not than your clinical skills. Now is the time to invest in your communication skills, especially the non verbal, make the as good as your clinical skills.

**To find out more, about
Patient Centred Sales-BEST CHOICES today
Call +44 (0)7989 757 884
E-mail Jane@IODB.co.uk**

Our values

Honesty	Reliability
Improvement	Communication
Professionalism	Simplicity
Understanding	Generosity
Flexibility	Learning
Integrity	Client focus
Fairness	Results
Value for Money	Team-work
Accountability	Collaboration

Our clients include

Principals
Practice managers
Associates
Specialists
Foundation Dentists
Young Dentists
Hygienists / Therapists
CDT's
All Team members
NHS practices
Private practices
Mixed practices
Cluster practices
Corporates

We guarantee

**More money More happier patients
More time A reliable team
Less Stress Improved Practice
Rapid sustainable results
A better quality of life**



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Patient Centred Sales – BEST CHOICES is a unique 2-day hands on workshop that will transform how you communicate with your patients, you will have

- * Increased confidence
- * Higher value treatments
- * Happier patients
- * Fewer complaints
- * Improved team work
- * Higher earnings
- * More job satisfaction
- * More loyal patients
- * Less stress

Patient Centred Sales - BEST CHOICES

- **Designed and delivered by dentists**
- Simply and ingeniously created with a **step by step** process that ensures your patients say “Yes” to what is best, not cheapest.
- This course has a **limited number of delegates** to ensure that you get **individual attention**, and all your questions answered.
- **Hands on experience** and an opportunity to practice and hone your skills before you return to practice.
- **Confidence** to find out and deliver what your patients really want.
- A simple easy to remember **template**.
- **Peace of mind** that you are 100% NHS, CQC and GDC **compliant**.
- A fantastic experience that unites the **whole team**.



You will learn

- * How to build and **maintain deep trust** and rapport.
- * Elegant effective **history taking**.
- * Eliciting your patients **wants, needs and preferences**.
- * **Compelling treatment plan** presentations.
- * **Anticipating and overcoming** objections.
- * The **power of metaphor**
- * Dealing with the question of **price and value**.
- * **“Is this available in the NHS?”**
- * How to **build your patient list**.
- * How to collect great **referrals and testimonials**.
- * How to **sell without selling**
- * Effective verbal and non-verbal **communication skills**.
- * How to become **more influential**.
- * Tools from neuro- linguistic programming (NLP) neuro-science and psychology
- * **Tips, tools, techniques and skills that you can take away and implement immediately**

This programme is offered as in-house bespoke training or as an open workshop.

Double your investment money back guarantee (t&c apply)



Early bird prices, free DCP and preferential rates for young dentists

To find out more, **Call today 0044 (0)7989 757 884 E-mail now Jane@IODB.co.uk**

“I generated an extra £30K in 14 days and I didn’t feel like selling.

“In the the month since I did the course, I have done four times as much private treatment than I usually do, and I feel far less stressed.”

“This course should be presented to all staff in the team at every practice.”

“Absolutely fantastic, would recommend to anyone.”

“Excellent, well organised course. Excellent speaker.”

“Excellent course - will change your business”