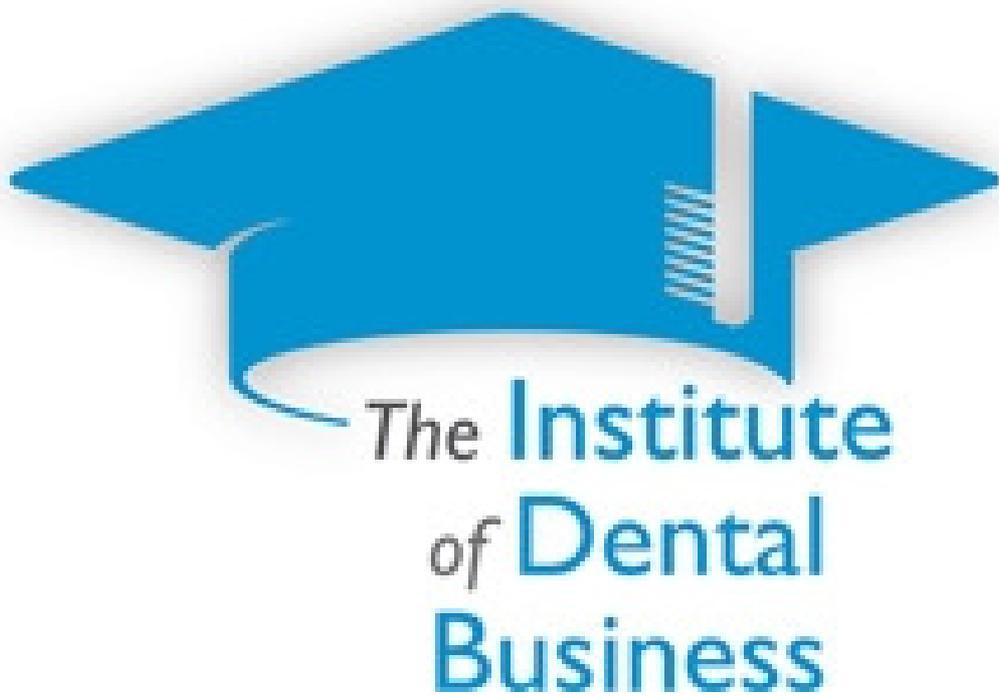


# Patient Centred Sales

## BEST CHOICES



together making your good practices great



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## **Patient centred sales –What you were not taught at dental school about treatment plan conversion.**

### **Do you**

As a business owner do you want;

- ✓ More profitability from your performers?
- ✓ Improved reputation though clinical standards?
- ✓ A stable team of clinicians, reducing recruitment and training costs?
- ✓ More motivated skilled and confident clinicians?

As a clinician do you

- ✓ Get frustrated when patients “think about it”?
- ✓ Feel disappointed when your patients choose the cheapest rather than the best?
- ✓ Think patients are confused by all the options?
- ✓ Fear getting sued?
- ✓ Feel frustrated that you are not providing the types and standard of treatment you are trained to?
- ✓ Want to earn more money?
- ✓ Want to do more interesting and rewarding dentistry?
- ✓ Do you lack confidence?
- ✓ Do you want to get of the UDA treadmill?
- ✓ Want to attract more of the patients you want to treat?
- ✓ Do you want a significantly better quality of life?
- ✓ Do you want sustainable results quickly?

Now is your chance

Patient centred sales – BEST CHOICES is a unique 2 day training programme that will show you a simple communication framework that will enable you to do better quality dentistry, earn more money how you can earn more money and enjoy your work by putting your patients first

Patient centred sales – BEST CHOICES is developed by dentists for dentists. Dr Lelean can give you the answers a non clinical sales trainer never can.

**"Patient centred sales, is a unique and essential dental business master-class for the whole team"**

2 Hall Cottages, Grendon Underwood, Aylesbury Bucks, HP18 0SZ  
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## Aims

- To give you a GDC and CQC compliant process for your history taking, treatment plan presentation and consent.
- To provide you and your team with a unique and guaranteed way to increase your treatment plan conversions.
- To give you a structure that you can use irrespective of whether your practice is fully NHS, Mixed, fully private or a specialist practice.
- To give you a process that will enable you to be able to develop your team so you can spend more time doing the treatments you love.

## Objectives

- For you to skills, tips and tools that you can implement immediately with confidence.
- For you to have a frame work so you can efficiently and elegantly discover your patients, wants, needs and preferences.
- For you to have a fool-proof way of presenting treatment plans that enable your patients to make the BEST CHOICES.
- For you to have a process to overcome patient's objections and help them access the treatment they want.
- For you to provide appropriate, effective, quality treatment that keeps both you and your patients healthy, safe.
- For you to be able to enhance the skill mix in your practice, in preparation for the changing future.

**“Hi Jane, I Would just like to tell you that your course [Patient Centred Sales] is the best thing I have ever done and yes you can quote me on that !!”**

CC Dentist Wales

**VCPD** 16 hours

**100% double your money back guarantee\***

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## Investments

### Open courses

Investments start at:

£2500\* per dentist, lab owner, £1250\* per hygienist or therapist team technician, £550\* per dental nurse, receptionist, practice manager and treatment coordinator.

Special offers and early bird booking discounts may be available. For full details and dates of forthcoming courses visit our Eventbrite page

<http://healthyandwealthyandtheinstituteofdentalbusiness.eventbrite.com>

### In house training

<b>1- 2 dentists</b>	(full or part time.)	£5,000*
<b>3- 5 dentists</b>	(full or part time.)	£10,000*
<b>6-10 dentists</b>	(full or part time.)	£19,000*
<b>11-15 dentists</b>	(full or part time.)	£26,300*
<b>16-20 dentists</b>	(full or part time.)	£31,600*

Special rates are available for members of Transform your practice in 10 days and practices who are members of 12- month training and coaching programme.

\*All fees exclusive of VAT, travel and subsistence and venue for off-site practice workshops.

### Concerned about cancelling patients or taking time out of surgery?

Ask about our weekend availability

**Saturdays** are available for an additional 15%

**Sundays** are available for an additional 25%

**All clinicians have a 90 day double your investment or your money back guarantee\***

Lunch and refreshments provided on open courses

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**“We have recorded a 46% uplift in our sales within four weeks, all our dentists now want to go on this course.”**

### **About your trainer**

Your trainer and coach, Dr Jane Lelean, is the only dentist in Europe who has been accredited by the International coach federation as a Professional Certified Coach. Jane Currently works with Dentists and other entrepreneurs in UK, Europe and as far away as USA and Australia, helping them achieve more patients, more money, more time, a significantly better quality of life and achieving results in 3-6 months. Jane has a unique blend of experience and expertise combining her roles as a dentist, practice owner, commercial experience and coach.

**Jane, “You are a pretty Yoda full of wisdom”**

A Wilkinson Buckinghamshire

\*- T&C apply

**“This will give your whole team a boost and make getting into better treatment options for your patients a reality”**

Nimesh Patel Principal Hertfordshire

### **Why would you want to come on this course?**

- ✓ Are you frustrated by the type of dentistry you are doing?
- ✓ Do you have too few patients or not enough treatment to fill your days?
- ✓ Are you short of money, debts increasing and worrying about your financial future?
- ✓ Are you short of time, rushing around and not getting everything done?
- ✓ Are you unhappy with your quality of life, feeling tired, fed up, sick, poor quality relationships and not enough fun or recreation?

**“Excellent training involving the whole team. Happy patients, Happy team, Happy me Awesome course. Wish I had done it years ago. ”**

Paaras Dhanani Principal Hertfordshire

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## How would it be?

- If you knew a simple fool-proof way to convert higher value treatment plans?
- If you knew a predictable way that your patients were asking for higher value treatment?
- If you knew how to create a steady stream of patients to your practice that loved what you do they stay with you for a life time?
- You were able to spend your days doing the dentistry you loved?
- If you could be certain that you could offer great dentistry at a price that is fair to your patients and rewards your and your team well?
- If you have the free time to do the things that you want with the people you love, when you want.
- If you could transform your sales quickly and easily?

## “It was brilliant you must come”

The Institute of dental Business does this and this Patient centred Sales is your first step to learn how.

## What this course gives you

- ✓ Patient Centred Sales is a unique two day workshop styled training delivered by one of the UK’s leading Dental Business coaches, which simply and ingeniously gives you a step by step process that helps your patient choose the best treatment for them and say “Yes”.
- ✓ This course has a limited number of delegates because we want 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 back to practice.
- ✓ Confidence to find out and deliver what your patients really want
- ✓ A simple easy to remember and follow template.
- ✓ Peace of mind that you are 100% HNS, CQC and GDC compliant
- ✓ A fantastic experience that unites the whole team

**“Jane recently gave a two day course in our practice on “Patient Centred Sales” which was a real eye opener for us. The very next morning, by asking one patient the right question while I waited for her local to work, I “sold” her a treatment plan for TMJ assessment, ortho and whitening that will recoup 75% of the cost of Jane’s course. Instant result!”** Cormac Dental Practice owner Ireland

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Do please share the details of Patient Centred Sales with your friends and colleagues, and recommend the join you on the programme now. Thank you.

Book now

**What is included in your training:**

The Patient Centred Sales – BEST CHOICES are simple steps will help you make your good practice great

Our unique formula includes

- ✓ New and more effective ways to take your patient's history
- ✓ Elegant ways to discover what is important to your patients
- ✓ Fool-proof ways to identify and overcomes your patient's blocks to treatment
- ✓ Compelling ways to present your treatment plans
- ✓ Relaxed ways to secure commitment
- ✓ .Healthy lunch and refreshments (open courses only)

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## The main themes are

- ✓ What is patient centred selling?
- ✓ Elegant effective history taking
- ✓ Discovering what are your patients wants and needs?
- ✓ Compelling treatment plan presentations
- ✓ Preventing and overcoming objections
- ✓ Dealing with the question of price
- ✓ Dealing with “is this available in the NHS?”
- ✓ How to build your patient list

**“Jane knows her subject and is very inspiring”**

## What will the difference be when I get back to practice?

- ✓ Your patients will ask for higher value treatment
- ✓ You will be able to offer higher quality options
- ✓ You will be able to earn more money
- ✓ You will be able to offer more private treatment
- ✓ Your team will be able to sell more on your behalf
- ✓ You will have tips and tools that you can implement immediately.
- ✓ You will be able to attract the right patients.
- ✓ You will have a more committed and motivated team
- ✓ You will be able to take more time off and have e a better quality of life.

**“It was worth the money spent and can implemented achievably”**

Dr Michelle Wyngaard – Principal dentist- Suffolk

Are you ready to join now, yes?

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## Other frequently asked questions

**“Interesting and inspirational to improve working methods”** Maria Keady, Principal Dentist Norfolk

### **Do you deliver value for money?**

Absolutely, we are so confident that this course will give your sales the life you want, we give a 100% money back guarantee. T&C apply

**“Very Inspiring”** Garrett MacEnri, Practice Manager Co Fermanagh

### **Can I bring my team?**

I love your style, yes of course you can, it will make your life so much easier the transitions smoother and will save you time and money. Bring them all Nurses, receptionists, managers, hygienists, therapists, associates and treatment co-ordinators too.

**“Jane brings it to a level that everyone can understand Thank You”** Zelda Palmer Dental Nurse Northern Ireland

### **I don't think I can make the investment to bring the team, can I come alone?**

Of course you can come alone, and other people have made that choice too. However what they have all discovered is that if they had brought their team, they could implement the changes much more effectively and sooner. They then do the course a second time bringing their team along, recognising their initial attempt to save money had cost them more in the long run.

**“It was a time for empowering the team and providing a catalyst for progress, a really beneficial”** Dr C N, Principal Dentist Shropshire

### **Do you have a guarantee?**

Yes we have a double your investment in 90 days guarantee. Most dentists double their investment in one day and definitely within one week. Terms and conditions apply.

If you have any questions that you want to ask Jane before you sign up call 07989 757 884 or e mail [jane@IODB.co.uk](mailto:jane@IODB.co.uk)

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This course has a unique double your investment within 90 days or your money back guarantee



This guarantee has terms and conditions that must be honoured for the guarantee to apply.

- ✓ Your fees are paid in full and on time when first requested.
- ✓ A pre-course questionnaire is completed and submitted to Jane@IODB.co.uk a minimum of seven days before the event.
- ✓ You attend the full duration of the course and fully participate in all the exercises as requested.
- ✓ You complete and submit a monthly post course summary, tracking your progress. The post course summary should be submitted on the first of each month for a minimum of three months following your attendance of the course. The post course summary should be sent to, Jane@IODB.co.uk
- ✓ You can show that you have used the **BEST CHOICES** approach for every examination you have undertaken since the course.
- ✓ As soon as you identify an obstacle or lack of resources that has the potential to impede your success, you seek immediate redress and overcome the situation.
- ✓ You do not have any significant reduction in your clinical working hours.

Please note that in the instance of whole practice bookings, it is the responsibility of individual dentists to be achieving a return on their personal investment. Claims on the guarantee should be made by individual clinicians and not as a practice or group claim.

For details visit.

[http://www.healthyandwealthy.co.uk/images/pdfs/Patient\\_Centres\\_Sales\\_BEST\\_CHOICES\\_Guarantee\\_and\\_Pre\\_course\\_questionnaire.pdf](http://www.healthyandwealthy.co.uk/images/pdfs/Patient_Centres_Sales_BEST_CHOICES_Guarantee_and_Pre_course_questionnaire.pdf)

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## **What delegates have said about this training**

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**“After attending patient centred sales, today I ‘sold’, one procera crown, £240 worth of composite fillings and 2 veneers on 3 different patients and I don't feel like I am selling to people they are asking for what they really want because I am paying more attention to them.**

**Thanks again, I will carry on the good work”**

Catherine – Dentist South Wales- Patient centred sales

**“Hi Jane, I Would just like to tell you that your course [Patient centred sales] is the best thing I have ever done and yes you can quote me on that!!”**

Catherine Collypriest Dentist Wales

**“I am pleased that I have been on the course. I knew that it would make a difference, but i didn’t realise just how much I would benefit. I feel like a new Dentist. So Thank you”** Samia Sattar – Dentist

**“[Patient centred sales] It will Give you the tools to increase your private work on a comfortable and ethical position. Thank you Jane”** Estela Baz Dentist

**“You must attend the course [patient centred sales] with Jane, because it will open your minds, give confidence and flexibility at work. You will feel much better and happier and your patients will listen to you.” “I am going to recommend all my staff attend this course”** Tracy Moore Practice Manager

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**“I recommend this course [patient centred sales] to others because the course coach is a ball of energy, entertaining and very effective. The lady in purple is amazing!”** Deniz Duygun Bilgili Dental Nurse

**“Challenging, provoking, puts passion back into work! Engages dentist in patient relationships.”** Mary Children Practice manager

**“I fully recommend this course, not only for the dentists, but for the entire practice. It has changed my way of thinking and allowed me to think laterally and outside the box. I feel i will go into practice tomorrow a better dentist. DO THE COURSE!”**

Christine Gordon Dentist

**“The presenter is not like anything i have ever experienced before. The course will change your perception of dentistry, patient management and yourself.”** Filippos Matsaks Dentist

**“You definitely need to do this course [Patient centred Sales] I expected a boring two days, but Jane completely proved me wrong. I was able to see everything from a fresh angle and i enjoyed myself. I am sure i will use what I learned. Thank you Jane”**

Lilia Ekova Dentist

**“I really enjoyed this course [patient centred sales] and would recommend it to my colleagues at work. I am certain this training would be very useful to them.”** Zohreh Woodward Dental Nurse

**“A terrific course that was an eye opener for me. I was literally afraid it would be difficult to follow and implement in real life, but i had lots of fun doing it an i learned useful templates which I can use to offer my patients the treatment they need and collect the reward I deserve. I definitely recommend [Patient centred sales].”**

Georgios Chatzipetros Dentist

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**“I would highly recommend Jane and her method of training. This is the only training event i have ever been to that has not made me sleepy through boredom! The course exceeded my expectations by rewarding me after delivering what i had learnt!(Only possible by Jane’s method of learning)”**

Abi Richards Dental nurse

**“I would recommend this course to my colleagues as an essential course, not only helping to understand a patient, but also to understand yourself as a clinician.”**

Vllija Mikenaitė Dentist

**"I have learnt more today in a few hours than going on a 1 day Ashley Latter course!"** Dentist Maidenhead

**“This course was very interesting and I feel more confident in delivering this to patients at the end of 2 days. I never thought I would be able to do this at the start.”**

Lisa Davey Dental Nurse

**“Well structured course. At the end of the course you will be able to implement what you learnt on the course in your practice. It does not make you feel that you are pushing patients to buy or agree with treatment they do not want or do not agree with.”**

Pershang Rad Dentist

**“Essential to help develop confidence, to engage and lead patient conversations around choice. Thank you Jane”**

Michelle Roberts

**“This course was a useful exercise in discovering a new way to promote choice s(NHS?PVT) in practice. It gave me great confidence and an opportunity to improve.”**

Ruth Walker Dentist

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**“I will be telling my colleagues that the course is an ‘eye-opener’ into the world of dentistry. It makes you think and you should go.”**

Michael Cunliffe Dentist

**“Definitely changes your approach. Thank you.”**

Bogdan Dentist

**“[Patient centred sales] is useful and invaluable to increase confidence and awareness when offering higher end treatment.”**

Jessica Patel Dentist

**“If you have any fears regarding the sales of private work and if you want to improve your efficiency, reduce stress at work and increase your satisfaction with what you do you should attend the course provided by Dr Lelean, it is worth and it really works.”**Aleksandra Kowal Dentist

**“This is a very powerful course from which I’ve learned a lot about ethical selling, and discovering and meeting my patients’ needs. I believe that every dentist can benefit from it, regardless of where they practice. Don’t bring a notepad, as this is a very interactive course rather than a one-way lecture, but an open mind is definitely required!”**George Chatzipetros Dentist

**I have improved my private earnings more than 60%**

**I feel more comfortable talking about cost of treatments with the patients**

**I feel my patients have now more options that suits their needs**

**I’m highly recommending it!**

**Thank you again Jane, it has been extremely helpful!**

Stella Baz Dentist

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**"Brilliant, engaging course - well worth the money." Jane has a brilliant and unique coaching style which has made the two days and the content very memorable.**Karla Stewart - Dentist, Mentor and Clinical Support Manager - Beckworth NE27.

**"Amazing way of presentation, lecturer made sure it was not only understood but also assimilated through multiple exercises and recaps. Impressive wealth of information and techniques were provided."**Teona Buliga - Dentist - County Durham DL15

**"The best use of two days to help you develop yourself and to become a more successful and happier dentist. Make sure that you book a place with your practice team to get the most out of the course."**Richard Ablett - Clinical Director - Whickenham NE16

**"This is useful to understand how to approach a patient and feel confident to talk to them by asking what the problems are. The training was fun and interesting. I now feel that I have come away with a lot more tools."**Emma Yarker- Dental Nurse - Halifax HX1

**"It was a different style of course, that will need to be put into practice to realise the benefit from it. Time flew which speaks volumes as to how interesting it was."**Keith Belfield - Dentist - Gosforth NE3

**"Amazing Training. Jane's enthusiasm and energy are contagious. I feel more positive about my future career in dentistry. I can't wait to go back to practice and use all the tools she has provided us with."**Ayesha Ahmad -Dentist - Halifax HX1

**"This course is worth the investment especially in times where patient expectations are high. The course helps us focus more on the dentist patient relationship that can be often overlooked in planning for advanced treatments. The trainee is very engaging from the on-start."** Gursharan Sudle - Dentist - Bradford BD10

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**"It's a powerful course which provides some great ideas on how to engage with patients to talk about treatment. Jane is very influential because of her experience as a dentist. I have come away with some great hints and tips to help grow private."**Michelle Holmes - Private and specialist development Manager - Derbyshire SK23

**"Absolutely brilliant, interesting, fun - but relevant - really helpful. Thanks. Will make the dentists life better."**Annalie Bell - Practice Manager - Huddersfield HD2

**"It was really good and would benefit all members of the practice. It was very interactive and we were kept involved in everything that was covered. Jane is brilliant and her coaching technique is fab."**Amy Brown - Dental Nurse - Wallsend NE28

**"This course gave me an efficient effective, professional safe and human way to approach my patients. All in a well-structured manner easy to memorise and practice do not miss it"** Livie Oikononmou Dentist

**"Very informative course, teaching me how to sell and in a way that isn't pushy or obvious in trying to sell. Gives myself and definitely the dentists we came with some more confidence."**Jemma Stagg Practice Support Manager

**"Very useful for dentists, however parts of the course are beneficial for the whole team. Opened my eyes to new ways of delivering treatment plans. Jane is my role model, a very inspirational person who has got me re-thinking what I want"**Jenna Noryje Dental Nurse

**"A very useful course that will give you the framework and knowledge to give patients a better choice"**Martina Barnes Practice Manager

**"It is a life changing course!"**Raj Dentist

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**"Very interesting. A completely different approach to anything I have seen from any other dentist I have worked with"** Craig Stocker Lead Nurse

**"I would definitely recommend the course and especially the lecturer for its very interactive and beneficial way of teaching important skills"** Velichko Mitrev Dentist

**"Mind opening. Helpful to structure a patient approach, from a patient oriented rather and dentist orientated point of view."** Janos Goczan Dentist

**"This course helped me to improve my communication skills and is going to change for the better my treatment plans, helping me identify my patient's choices."** Luiz Vilan Dentist

**"It is a must for a dentist who has found that he/ she is a salesperson as well."** Jolanta Frankowska Dentist

**"The content is interesting and you need to have an open mind! Interaction of the training was really good. You do learn a lot and think about things in a different way."** Louis Clark - Dental Nurse - Aberdeen AB39

**"Motivating course that kept me alert over the two days. Highlighted knowledge we already know but how to use effectively. Will arm dentists with skills to help offer patients what they want with less chance of complaints."** Patricia Cameron - Dentist - Aberdeen AB1

**"A course with a different approach, will give you a different perspective"** Luz Garcia - Dentist - West Linton EH46

**"Well worth attending. Lots to take in but it all comes together at the end"** Alan McKinnon - Dentist - Edinburgh EH6

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**"That even with no knowledge of dentistry, I found it extremely beneficial from a managing of staff perspective - it will allow me to better understand how they can help the business grow. I would strongly recommend all of my clinicians attend!" I LOVED IT DELIVERY WAS EXCELLENT !!!**

Grant Maxwell - Practice Manager - Glasgow G52

**"Go and do it! It will guide you through how to talk to your patients and understand them be able to present treatment options suitable for them and learn how to overcome their objections"**

Sharon Letters - Clinical Director - Glasgow G77

**"It's amazing. I would 100% advise you to go on this course. I thought at the start that it was all aimed at "money grabbing" but doing the course has changed my views completely WOW!!!"**

Aimee Macauley - Dental Nurse -

**"On the first day I found it difficult to believe that it was actually patients choice, after being more involved with the group activities I was aware that it was patients choice treatment and that it was actually myself who had the difficulties in communicating effectively with patients to find out what they really wanted, with this new insight and tools I will be better prepared to find out what patients want in order to do the right treatment for them. Jane was an excellent mentor and coach."**

Sharon Mauchline - Dental Nurse - Dundee DD4

**"It was worth attending the course. It helped me to open my mind to a new approach the patients and their needs. I am a very conservative person and at the beginning of the course everything seemed to be even heretic to me. Now I think I am ready for changes thank you Jane!"**

Agnieszka Piasecka - Dentist - Dundee DD4

**"Very good, worth every penny."**

Malgorrata Skrzynska - Dentist - Dundee DD4

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**"You must do it! It will transform the way you speak to patients. It is not like any other dental course."**

Fiona Cunninghsam - Area Development Manager -

**"Great course. Gave confidence to allow better patient choices. Hopefully this will make work much better."**

Lynsey Wilson - Dentist - Prestwick KA9

**"Motivational, inspiring, highly recommended."**

Karen Paterson - Area Development Manager – Scotland

**"Highly recommend this course."**

Jo McAuley - Dental Nurse -

**"I learned very useful things in a fun interactive way!"**

Joannis (John) Gonianakis - Dentist -

**"I was not very open minded throughout until the last hour when everything was put together and the penny dropped thank you!!"**

Claire Bruce - Dental Nurse - Grangemouth

**"Very interesting full of information and new techniques. Learned how to find out exactly the results patients are looking for. A lot of information to take in but all beneficial. Excellent training course!"**

Claire Costello - Dental Nurse - Dundee

**"Dear Jane,**

**I thoroughly enjoyed the course and feel I learned an awful lot about how my staff should be approaching the patient from a commercial point of view yet at the same time allowing the patient to direct their treatment wishes rather than coming across as hard sell!**

Practice manager Greenock

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**"Different perspective on patients journey and care delivery, enthusiastic and knowledgeable speaker. Forces the team out of their comfort zone."**

Johnathan Kennair - Dentist - Bolton

**"I always felt that the thought of sales in dentistry would make me feel uncomfortable. I now realise and feel more confident talking to and finding out from the patient what the patient wants and how to help them."**

Vicki Silva no - Hygienist - Bolton

**"Very useful course for giving you confidence and sales in a dental environment."**

Heather Weston - Dental Nurse - Bolton

**"I think that the course was well detailed and thorough. Jane was excellent in engaging the group and it was a pleasure to be taught by her. I feel I have gained a lot from the session and now have the confidence to sell. Thanks Jane."**

Victoria Blakemore - Trainee Dental Nurse – Bolton

**"Great two days on Patient Centred Sales, enjoyable, fun and informative."**

Dipesh Patel - Principal Dentist - Bolton

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**"Very Interesting I have learnt a lot about my job and things I can also use in every day to day life. Thank you very much."**

Samantha Law - Dental Nurse - Bolton

**"Jane is amazingly engaging she has talent for drawing you in and getting the best out of you. You can't help but learn from her and enjoy doing it!!! "**

Michelle Naylor – Dental Nurse - Bolton

**"Jane's training days were both interesting and informative we came away with useful practical advice that we could use straight away to help improve communication with our patients and improve our treatment uptake making sure we had the patient's best interests as our main aim focus. All the team thoroughly enjoyed the days."**

Vilas Patel - Principal Dentist - Bolton

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**What prompted you to choose this course?**

I wanted to increase my private earnings potential and sought a way to better present my skills to patients.

**What have been the benefits been of attending this sales training?**

Since I attended the course I feel more confident and assertive about presenting patients with different treatment options. I have already agreed quite a few treatment plans involving whitening and posterior composites with my patients, whereas in the past I hardly done any.

**What were some of your fears or concerns about the training before you attended?**

Having not done any similar training in the past, I was afraid that it would involve techniques that would be difficult for me to follow or that I would not feel comfortable utilising in my everyday practice.

**How have I overcome them for you?**

The training was presented in a manner that was simple to follow and included lots of interaction and practicing, which I believe helped the lesson to sink in. The techniques did not put any pressure on the patient and were very ethical. They were also presented in a structured step-by-step approach, making them easier to understand and implement.

**When you talk to other people about us, what do you say?**

This is a very powerful course from which I've learned a lot about ethical selling, and discovering and meeting my patients' needs. I believe that every dentist can benefit from it, regardless of where they practice. Don't bring a notepad, as this is a very interactive course rather than a one-way lecture, but an open mind is definitely required!

George Chatzipetros Dentist

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**"I would tell people this course is worthwhile for both dentists and nurses. It is not just about selling which I originally thought it would be, it was about gaining confidence and finding out what a patient wants. Jane made it enjoyable and very easy to stay engaged with her. Overall it was a great course and well worthwhile. If there is a follow up please let me know."**

Kate Mc Kelvie Nurse Scotland

**"Before doing this course [I had] preconceived ideas on discussing private dentistry. Afterwards I completely shifted my viewpoint and I feel I have a new skill set to more fully engage with my patients, not just regarding discussing treatment, but my ability to communicate with them."** Dentist Scotland

**"I think it was very interesting. I always thought that to sell something it was difficult, this course opened my mind and I know I can do it."** Victoria Guezell- Guerraz - Dental Nurse Scotland

**"Fantastic trainer - I gained a lot and more from this training programme."** Margaret Cairns Dental Nurse Scotland

**"Great learning experience !!! :)"** TT dentist Scotland

**"Different to any course I have been on. Makes me think differently about the way I work and how I now want to treat my patients. I recommend this course, it can change the way you practice dentistry."** Mark Macleod Dentist Scotland

**"I definitely gained what I was hoping for from this training course. I feel much more confident at discussing private treatment, especially in regard to its value. I would**

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**recommend any dental colleague to attend this course if they wish to find a great template for increasing their private work while still feeling ethical**

**I'm looking forward to doing more good quality ethical dentistry.**

**Jane was an excellent trainer and made me feel very motivated about going back to work on Monday!"**

L S dentist Scotland

**"When I first saw you e mails I thought "Here we go, not another one!" How I was wrong.**

**Book her now, you can't afford not to. Jane is definitely one not to miss. She will change your practice positively without a doubt."**

Sarah Marshall Practice manager Hertfordshire

**"Excellent course, excellent trainer, very enthusiastic, clear presentation, very useful"**

Janita Poppat Associate Hertfordshire

**"Great training. A great way to move the practice forward"**

Cathy O'Neil Receptionist Hertfordshire

**"Excellent and good for everyone on the same page in the practice. Brings the team together. Well worth the money."**

Hema Pankhania Associate Hertfordshire

**"Jane made it fun and was full of energy. It was very useful, brings everyone together"**

Hilary Coyne Receptionist Hertfordshire

**"Brilliant course, learnt lots which we can apply in general practice. Wee worth it I would recommend it"**

Shivali Patel Associate Hertfordshire

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**“Great resource of information. Revealing, enlightening and relevant. Great you will benefit immensely”**

Lurline Thomas Dental Hygienist Hertfordshire

**“Anyone who wants to know how to communicate and connect with their patients, so they can offer the best treatment plans, which their patients will accept; needs to take this training.”**

Raoul Patel Associate Hertfordshire

**“Jane is crazy and a little mad. However her enthusiasm, passion, knowledge. And desire to help us succeed was clearly evident. As a team we have greatly benefited. Well done”**

Raoul Patel Associate Hertfordshire

**“Excellent training involving the whole team. Happy patients, Happy team, Happy me Awesome course. Wish I had done it years ago. ”**

Paaras Dhanani Principal Hertfordshire

**“Awesome course. Wish I had done it years ago.”**

Paaras Dhanani Principal Hertfordshire

**“A wonderful insight into the private world of dentistry and how to deal with the problems (we feel that exist) I’ll now be able to be confident in selling NHS and PVT”**

Sejal Patel Nurse Hertfordshire

**“WOW”**

Sejal Patel Nurse Hertfordshire

**“A big thanks Jane! It was absolutely brilliant and it will change the way I think. Definitely recommend. It is life changing”**

Nikita Thakur Nurse Hertfordshire

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**“You need to do this for your practice/team to help you build a practice that you enjoy working in”**

Nimesh Patel Principal Hertfordshire

**“This will give your whole team a boost and make getting into better treatment options for your patients a reality”**

Nimesh Patel Principal Hertfordshire

**“Jane, the trainer is mad as a hatter, but really funny and kept me engaged the whole time”**

Catherine Quinn Receptionist Hertfordshire

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