

How to:

Thrive in a “down” Economy

12 Rules for a New Reality

What the entire cosmetic dental team can do in TODAY’S economy to create repeat and referral patients who accept treatment and tell everyone about you!

An extraordinary day of dental team education with

Steven J. Anderson

The realities of cosmetic dentistry have changed. What have you and your team done to change with them? Experience an information-packed day with your entire team guaranteed to give you dozens of ideas, techniques and systems you can use immediately to:

- Increase your **quality patient flow**,
- Positively impact your case acceptance,
- Boost your **production**,
- Improve your profits.

Here’s just some of what you and your team will discover:

- Critical adjustments the entire team must make to the **changing market**.
- How to become “**THE**” recognized practice in your town.
- The **4** essential factors you must consider before making any treatment recommendation.
- Why you should **never ask a patient what they want** until you do this first.
- The greatest **missed opportunity** in cosmetic dentistry.
- The two most powerful questions you must ask every patient **BEFORE** you diagnose.
- The one most commonly violated rule that, when obeyed, will change your **case acceptance**.
- Guilty: 90% of dentists do it, and it creates the biggest obstacle to a “**YES**” from patients.
- The most important practice characteristic patients look for, but will rarely tell you that they notice.
- The secret of creating and maintaining **team harmony**.
- How to increase your quality new patient flow without spending any more money.
- The most overlooked resource that will transform your practice.
- The “invisible” things your patients are looking for that may determine if they return.

And much more.

Bring your entire team for an extraordinary event with one of dentistry's most entertaining, experienced and knowledgeable mentors.

About Steven J. Anderson:

For over 20 years **Steven J. Anderson** has entertained, educated and delighted dental teams at meetings and conventions all over North America, Canada, Australia, and the UK. From a business and patient's perspective, he brings common sense ideas to practices that dramatically improve their results.

He is the founder and president of the **Total Patient Service Institute**, working with dental team to improve productivity and treatment acceptance. He is the author or co-author of five books, dozens of audio and video learning programs, and dozens of industry articles published in the most the most widely distributed dental magazines and newsletters. He is Co-founder of the **Crown Council** and the **Smiles for Life Foundation** that has raised over \$25 million through dental fund raising efforts to benefit children's charities all over the world. He has also been named Dental Businessman of the Year by Excellence in Dentistry.

In the early 90's, he co-founded the Dental Boot Kamp® with Walter Hailey. Today Steve carries on a rich tradition of dental team education and practice productivity around the world. Don't miss this amazing day of **team education** that will take you and your team to new heights of productivity and performance.

What they are saying:

"The principles that Steve Anderson teaches have made an enormous impact on my dental office and employees. I am confident that very dentist and auxiliary attending will benefit from his profound experience and proven philosophies.

Bill Dorfman, DDS
Featured Dentist on ABC's Extreme Makeover

"I have known Steve Anderson for many years. Both me and my team members through the years have seen the direct benefits in our practice from the ideas and systems he presents. Besides, he makes education fun. Just go!

David Hornbrook, DDS, FAACD

“It does not make much difference what you know clinically if your patients will not accept your recommendations. Steve Anderson has the keys to fee for service, private care treatment acceptance success. Don’t miss it. It will change your practice and your life.”

Ray Bertolotti, DDS

A great presenter but also a great person. He will entertain you, he will challenge you and your team, and most of all he will improve the practice of all who attend.

Dennis J. Wells, DDS, AAAC