

*The Practice Mastery Formula:*

# Team Training Workshop



While excellent clinical skills are a necessary requirement to advance to the next level, communication with your patients is a vital component. Ensure your success by enrolling you and your key team members into The Practice Mastery Formula!

#### **What you will learn:**

- Create alignment on your team from occlusion education to implementation.
- Review occlusion principles fundamental to your team including what is occlusion and how it influences everyday practices – what is the difference between wear types and what’s the cause, why we deprogram and how and more.
- Hands on instructions on taking records, photography and more!
- Speak in a language that patients will understand.
- Tap into what motivates your patients to accept treatment; from quadrants to full mouth cases.
- Develop a culture that inspires patients to accept comprehensive dentistry.
- Train your hygiene and clinical team in co-diagnosis and harness the power of suggestion!
- Implement a 5-star new patient experience.
- Influence your patients through case presentation and diagnosis.
- How to create demand for specific services.
- Workshop winning marketing strategies based on your demographics. Learn from a leading edge expert on what works in new patient generation and why one approach does not fit all.

#### **Course Instructors:**



#### **Jenn Janicki**

Executive Director of Clinical Mastery Series; A dynamic speaker and has coached some of the top producing

dentists in the United States, with a focus on enhanced business systems, elegant communication, customer service and practice profitability.



#### **Jackie Adame**

Co-founder of Mastery Lab, is a marketing strategist that has dedicated her 20+ year career focused on the

unique business of dentistry. As a certified Guerrilla Marketing coach and copywriter, Jackie’s expertise is in highly efficient marketing strategies with a practical approach for dentists in every stage of their practice.

#### **DATES AND LOCATION**

January 20, 21 2017 - Scottsdale, AZ

April 21, 22 2017 - Las Vegas, NV

September 15, 16 2017 - Dallas, TX

**CE Credit Hours:** 14

#### **Tuition:**

\$1295 per Doctor

\$695 per team member

Space is limited! Call today 480-489-5551 or visit us online at [www.clinicalmastery.com](http://www.clinicalmastery.com)