

Death of a "Salesman", Birth of a "Helping" Professional: People Love To "Buy" but Hate to be "Sold" to



Peter Barry
C.M.C., R.R.D.H. (Practice Mastery Coach)

Peter Barry is a Speaker, Writer, Certified Management Consultant and Restorative Dental Hygienist. Collectively he has over 20 years experience in leadership, teambuilding and project development both as a dental consultant and through the Military & National Coaching Association of Canada. Peter is an experienced clinician who is extensively schooled in the art & science of value creation (communication excellence) as well as the process of personal & team development. He is the creator of "The Dental Olympics Advantage™ Growth & Development Programs". As the founder of Successful Practice Architects he strategically coaches dentists and/or their teams through the implementation of successful & highly profitable systems of patient care & operational routine.

Course Description

This exciting seminar will walk you and your entire team through step-by-step strategies for inspiring patient interest in the services you provide? It is filled with revealing concepts and practical strategies that will enable you and your team to engage your patient's hearts & imagination in a deeper way. You will learn how to shift the focus from "Us" and the procedures we sell to "The Customer" and the quality of life impact our services will have on their lives. Discover new strategies for communicating with your patients in a more buyer-based, service-focused and solution driven way. We can all boost our case presentation skills and enhance case acceptance by learning to more effectively speak our patient's language. We will also explore strategies for thriving as a dental business in our changing economic times.

Date:	Tuesday, March 2 nd & Tuesday, April 13 th , 2010
Time:	6:00pm – 9:00pm
Tuition:	\$130.00 plus GST (A light meal and refreshments will be served)
Registration:	www.paceeducation.ca or 1.877.920.PACE (7223)
Credits:	2 AGD Credits
Location:	Prosthodontic Associates Centre for Excellence 2300 Yonge Street, #901 Toronto, Ontario M4P 1E4



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