

medenta<sup>o</sup>  
putting business into practice



**Getting To Know You**

## Overview - Getting To Know You

(Verifiable for 6 hours CPD)

As more of the dental profession seek to build their businesses by developing the private side of their activity and as those who are already independent realise that competition is increasing, so there is the general recognition that a different mindset, toolkit and range of skills are required to operate and succeed privately.

Building on the basic truth that “people buy from people” this foundational one day workshop explores the key communication skills, selling skills and processes that are required to build and develop the trust relationship that is so important in terms of client retention and treatment uptake.

Every day, thousands of pounds worth of dental treatment disappears out of practices for the sake of a good conversation. Through a blend of teaching, facilitated discussion and hands-on experience, delegates will discover the anatomy of a good conversation and have the opportunity to put theory into practice, developing their own skills and processes both in the classroom environment and when they return to their workplace.

## Learning Objectives

At the end of this workshop, delegates will be able to start:

- Utilising good communication & selling skills
- Using a simple tool to help build rapport
- Handling clients' questions appropriately
- Using a simple tool to find out what clients really want
- Improving treatment uptake
- Begin developing a sales process

## Programme

0900 - 0945	Lay the foundations
0945 - 1045	The chat show
1045 - 1115	Break
1115 - 1215	Use your mirror
1215 - 1245	Play to win
1245 - 1345	Lunch
1345 - 1445	Getting to know you - personally
1445 - 1500	Break
1500 - 1600	Getting to know you - clinically
1600 - 1620	Question time
1620 - 1630	Summary & close

All workshops are inclusive of workbook, slide handouts, practice resources, refreshments including lunch, follow up half day coaching visit, certificate for 6 hours verifiable CPD.


This workshop is beneficial for any member of the team who is involved in interacting with clients but is especially helpful for reception staff, clinicians, treatment coordinators and practice managers. Delegate numbers for this open course are kept at a maximum of 30 to ensure that there is closer engagement and more one to one time with the presenters. A bespoke version of this course can be provided in-practice.



**Richard Collard** is a business graduate and CTI trained coactive coach with an entire business career spent in dentistry firstly with KaVo and then running his own consultancy and coaching business. He is a partner and director at Medenta with responsibility for sales, training and product development.




**Simon Tucker** is a business builder of vast experience who has operated nationally and internationally with some blue chip dental companies in a variety of top sales and marketing management roles. He is a partner and director at Medenta with responsibility for finance, marketing and all matters IT.



Very beneficial...this is going to  
change my clinical practice.  
Mary O'Dea (Cork)


Very good...several important tips  
to take away...thank you!  
Craig Parker (Leeds)

It was really fantastic...thank you!  
Aniko Lazar (Polegate)



Fantastic...it's been really  
helpful  
Emma Moxon (Wakefield)

Really good...great  
information and skills  
Angela Davies (Overleigh)



Very useful, very informative,  
very inspiring  
Chris Matthews (Blandford Forum)

Great confidence boost  
Katie Burgess (Ware)

"Great day...easy to follow and  
lots of fun  
Shrik Kotecha (Leicester)



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