

medenta^o
putting business into practice



Money Talks

Overview - Money Talks

(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.

Focusing on the presentation of treatment options and through a blend of teaching, facilitated discussion and hands-on, this one day workshop will give clinicians, practice managers and treatment coordinators experience of the selling skills, business tools and thinking that is needed to design a robust sales process that will enhance turnover, profit and cash-flow.

Building from the foundational knowledge and skills that are explored in the workshop “Getting To Know You” delegates will be given the opportunity to put theory into practice and develop their own skills and processes both in the classroom environment and when they return to their practices.

Learning Objectives

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

- Utilising good communication & selling skills
- Presenting treatment options appropriately
- Talking about money more easily
- Minimising the number of price objections
- Increasing the uptake of treatment
- Using a business tool kit
- Measuring the sales process

Programme

0900 - 0945	Lay the foundations
0945 - 1045	Sales skills review
1045 - 1100	Break
1100 - 1245	Playing to win
1245 - 1345	Lunch
1345 - 1415	It's a kind of magic
1415 - 1445	Absolutely fab
1445 - 1500	Break
1500 - 1600	The options meeting
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.

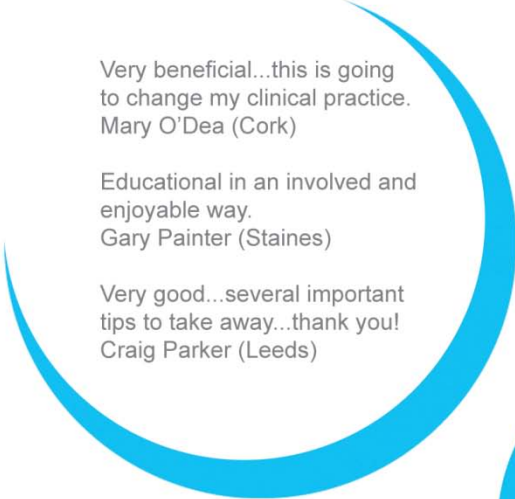
This workshop is focused on those members of the practice team who are involved in presenting treatment options and discussing money. The programme is particularly applicable to clinicians, treatment coordinators and practice managers. Delegate numbers are kept at a maximum of 30 to ensure that there 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.



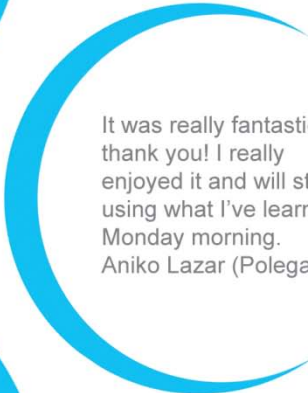
Simon Tucker is a business builder of vast experience who has operated nationally and internationally with some blue chip dental companies in a variety of top sales and marketing management roles. He is a partner and director at Medenta with responsibility for finance, marketing and all matters IT.



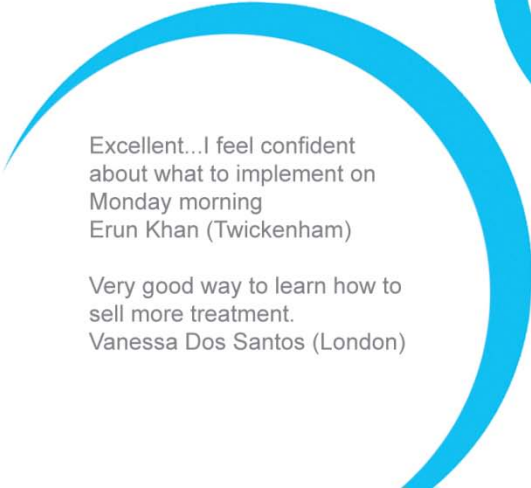
Very beneficial...this is going to change my clinical practice.
Mary O'Dea (Cork)

Educational in an involved and enjoyable way.
Gary Painter (Staines)

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



It was really fantastic... thank you! I really enjoyed it and will start using what I've learnt on Monday morning.
Aniko Lazar (Polegate)



Excellent...I feel confident about what to implement on Monday morning
Erun Khan (Twickenham)

Very good way to learn how to sell more treatment.
Vanessa Dos Santos (London)



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