

medenta  
putting business into practice



**Ringing The Changes**

## Overview - Ringing The Changes

(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.

At any time, but particularly in a recessionary economy, every enquiry that a practice receives is like a precious jewel. These enquiries need to be monitored and treated correctly so that they have every chance of becoming new patient consultations with the potential to generate treatments and secure ongoing client relationships. The lack of focus in this area means that practices up and down the country are missing out on thousands of pounds worth of opportunities every day.

This programme is a mixture of presentation, facilitation, discussion and hands on experience that enables delegates to appreciate that the telephone is a conduit for sales and explores the skills and processes that are necessary to ring the changes in your own practice to turn more enquiries into appointments.

## Learning Objectives

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

- Recognising good communication skills
- Turning more enquiries into consultations
- Creating bespoke telephone scripts
- Talking about money more easily

## Programme

0930 - 1015	Lay the foundations
1015 - 1100	The chat show
1100 - 1115	Break
1115 - 1200	Use your mirror
1200 - 1245	Play to win
1245 - 1345	Lunch
1345 - 1445	Scripting
1445 - 1500	Break
1500 - 1600	Ring the changes
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

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.

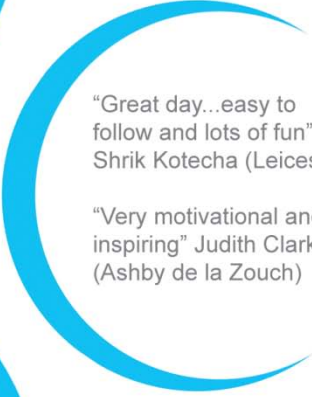


“Fantastic...it’s been really helpful” Emma Moxon (Wakefield)

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


“Oh it was great...thoroughly enjoyed it” Sabrina Collard (Ilford)

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



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

“Very motivational and inspiring” Judith Clark (Ashby de la Zouch)



“Excellent...great motivator and food for thought” Dawn Massey (Leicester)

“Very very useful...everyone would benefit from this” Dee Ellison (Winnersh)

“Very friendly atmosphere created by good presenters” Jenny Lockett (Helston)



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