




# **Achieving Prosperity: How People Skills and Likeability Are The Keys to Success!**

**Friday | March 19 | 2021**

**Dr. George Schmidt**

CHARLESTON, WEST VIRGINIA

**ACHIEVING PROSPERITY:  
HOW PEOPLE SKILLS AND  
LIKEABILITY ARE THE KEYS  
TO SUCCESS**



GEORGE J. SCHMIDT DMD FAGD FRCO  
CLINICAL ASSISTANT PROFESSOR  
RUTGERS SCHOOL OF DENTAL MEDICINE  
NEWARK, NJ  
PRIVATE PRACTICE  
CEDAR KNOLLS, NJ

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**PROSPERITY**

• ACCORDING TO WEBSTERS:

THE CONDITION OF BEING SUCCESSFUL OR THRIVING

THE STATE OF FLOURISHING, THRIVING, GOOD FORTUNE OR SUCCESSFUL SOCIAL STATUS. PROSPERITY OFTEN ENCOMPASSES WEALTH BUT ALSO INCLUDES OTHER FACTORS WHICH CAN BE INDEPENDENT OF WEALTH TO VARYING DEGREES, SUCH AS HAPPINESS AND HEALTH

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**I CAN PROMISE YOU**

FOLLOWING JUST SOME OF THE ADVICE AND SIMPLE CONCEPTS I'M ABOUT TO PRESENT IN THE NEXT FEW HOURS WILL LITERALLY GUARANTEE YOU SUCCESS BOTH PROFESSIONALLY AND PERSONALLY

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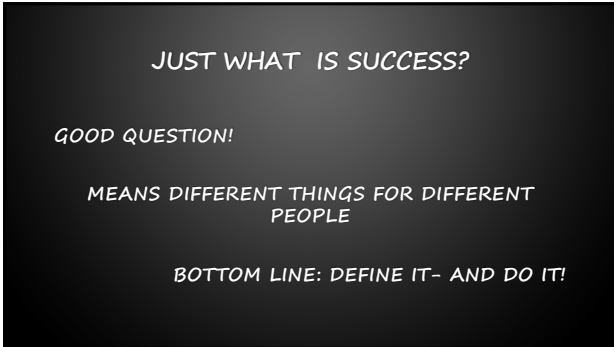
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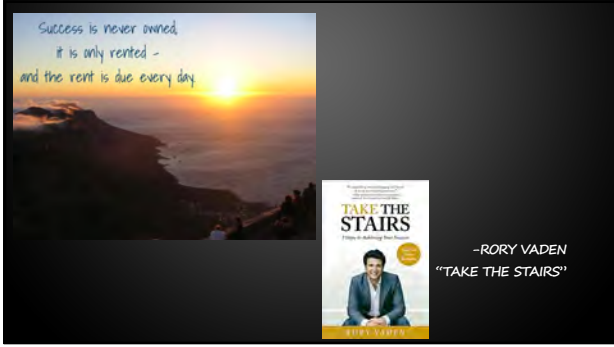
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PERSONALLY I HAVEN'T ALWAYS BEEN SUCCESSFUL

LIFE IS FULL OF UPS AND DOWNS

I'VE BEEN POOR AND RICH...  
RICH IS BETTER



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WHAT CAN WE DO

IN THE SIMPLEST SENSE WE CAN:

1) CUT EXPENSES

2) INCREASE PRODUCTION



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- INCREASE PATIENT BASE
- RETAIN MORE PATIENTS
- BECOME MORE EFFICIENT
- INCREASE THE AVAILABLE POOL OF WORK
- INCREASE CASE ACCEPTANCE



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**WHAT WE WILL COVER**

- THE ART OF THE SALE PART 1- ENDEARING YOURSELF TO YOUR PATIENTS
- THE ART OF THE SALE PART 2- "SELLING ISN'T TELLING"
- A NETWORK ISN'T A TV STATION!-GETTING REMEMBERED...AND STAYING REMEMBERED
- DON'T FIDDLE WHILE ROME BURNS!- MANAGING CRISIS
- REAP WHAT YOU SOW- GETTING AND KEEPING NEW PATIENTS- AND OLD ONES
- TEAMWORK MAKES THE DREAMWORK!
- THE KEY TO SUCCESS - INVEST IN YOURSELF
- GET THERE! AND THEN KEEP GOING- SETTING GOALS
- GOOD HABITS AREN'T JUST FOR NUNS!

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**"THE ART OF THE SALE..."**

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**PART ONE....**  
*SELLING YOURSELF*

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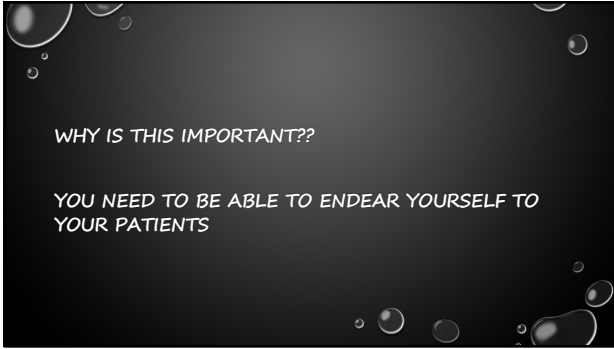
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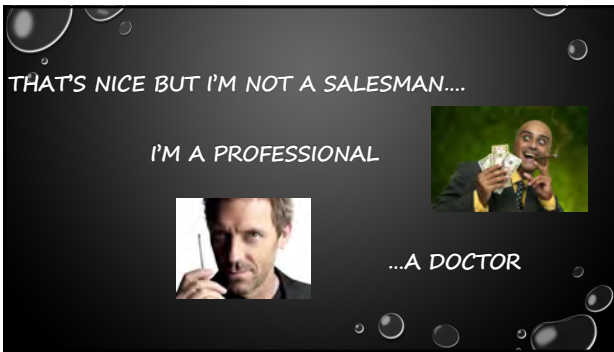
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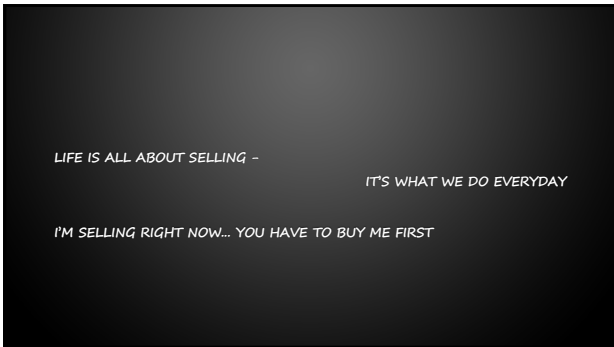
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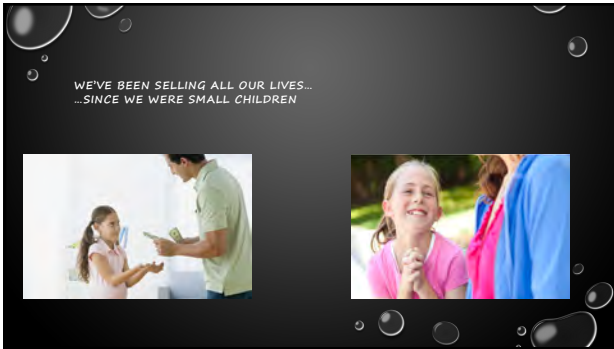
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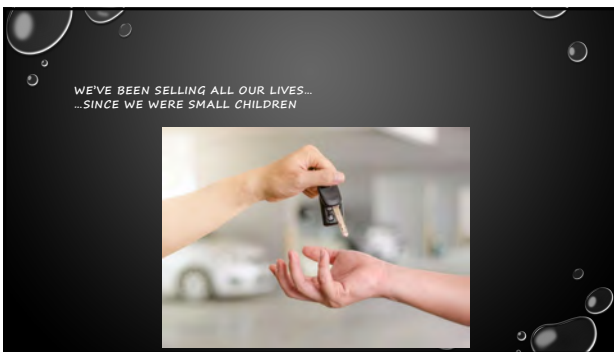
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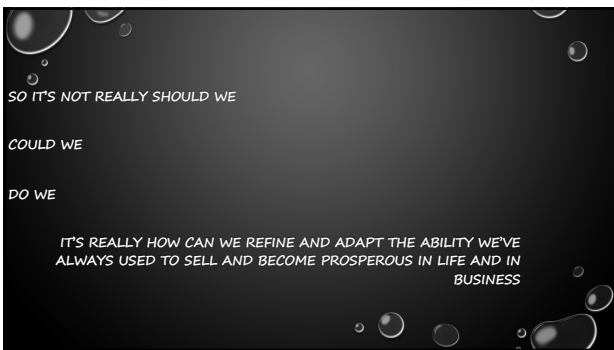
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HOW CAN WE DO THIS?

OVERTLY...

AND COVERTLY

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- OVERTLY BY ADVERTISING
- MARKETING
- AND BRANDING



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BY CREATING AN IMAGE



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## COVERTLY BY

MANIPULATING PEOPLE'S PERCEPTION OF US SO IT'S:

- POSITIVE
- COMFORTABLE
- AT EASE
- FRIENDLY
- ...AND THEY LIKE US

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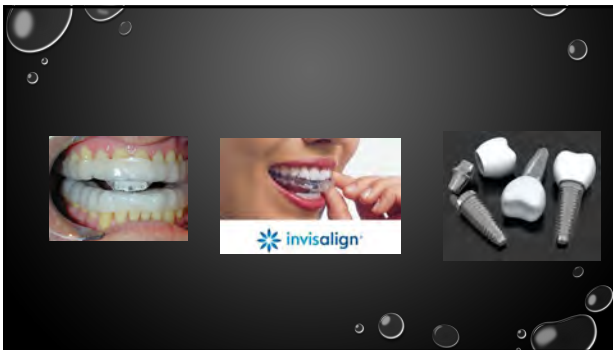
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AND THAT ALL STARTS WITH  
COMMUNICATION



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THAT COMMUNICATION -

COULD BE VERBAL  
BY THE WAY YOU SAY SOMETHING  
THE WAY WE USE VOICE INFLECTION

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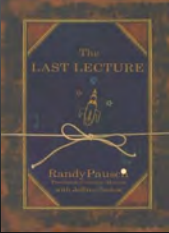
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THE PARK IS OPEN UNTIL 8 PM...



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THAT COMMUNICATION -

COULD BE YOUR ACTIONS  
COULD BE ANY TYPE OF SENSOY EXPERIENCE  
COULD EVEN BE SUGGESTIVE



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PUTTING YOUR HAND ON SOMEONE'S SHOULDER  
 SHAKING HANDS  
 BODY LANGUAGE

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**Forms of nonverbal communication**

- Eye Contact
- Facial Expressions
- Posture
- Haptics or Touch
- Gestures
- Personal Space




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**Body Language** How people stand could say a lot about what they're thinking and feeling

**Arms Akimbo**  
 Putting your hands on your hips is a classic sign of confidence and authority. It's also a sign of defiance.

**Power Posing**  
 Power posing is a new term for a classic behavior: standing with your feet apart and your hands on your hips. It's a sign of confidence and authority.

**Arched Eyebrows**  
 Arched eyebrows are a sign of surprise, concern, or anger. They can also be a sign of a power play.

**Direct Eye Contact**  
 Direct eye contact is a sign of confidence and authority. It's also a sign of interest and engagement.

**Blinking too much**  
 Blinking too much is a sign of nervousness or anxiety. It can also be a sign of a power play.

**Squinting**  
 Squinting is a sign of interest and engagement. It can also be a sign of a power play.

**Arms Crossed**  
 Arms crossed is a sign of defensiveness or resistance. It can also be a sign of a power play.

**Feet Facing Directly Towards Someone**  
 Feet facing directly towards someone is a sign of interest and engagement. It can also be a sign of a power play.

**Mirroring**  
 Mirroring is a sign of rapport and connection. It can also be a sign of a power play.

**Shaking your Legs**  
 Shaking your legs is a sign of nervousness or anxiety. It can also be a sign of a power play.

**Lowering your Head**  
 Lowering your head is a sign of submission or defeat. It can also be a sign of a power play.




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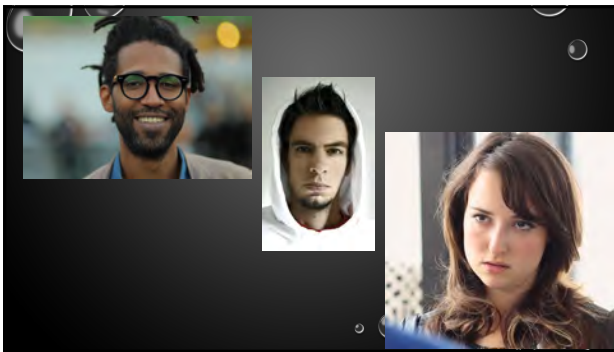
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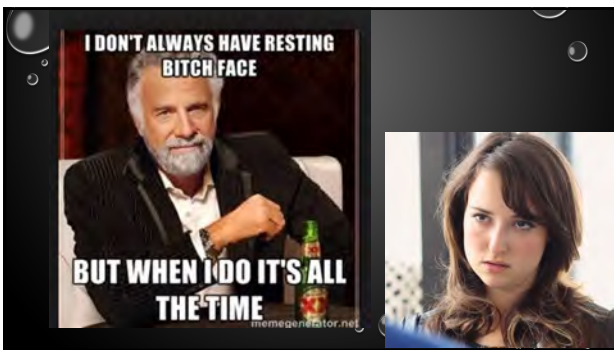
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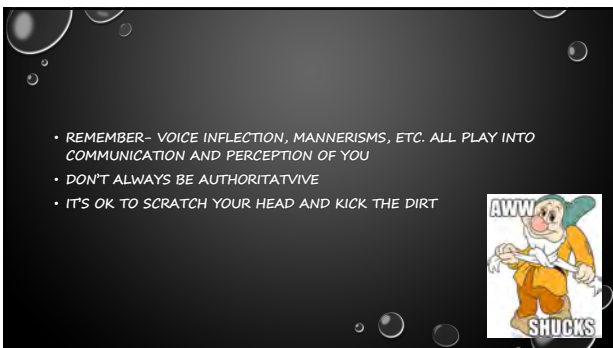
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THE QUESTION IS NOT WHETHER YOU'RE A SALESPERSON. THE QUESTION IS HOW GOOD ARE YOU, AND HOW CAN YOU GET BETTER

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BECAUSE THE MOST IMPORTANT PRODUCT WE HAVE TO SELL IN OUR PRACTICE IS



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YOU CAN'T START SELLING DENTISTRY UNTIL YOU CAN SELL YOURSELF...



....IT'S THAT SIMPLE

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WHO'S THE BEST STUDENT? THE BEST CLINICIAN?

I HAVE NO IDEA



NEITHER DOES YOUR PATIENT

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IT'S JUST LIKE DOG FOOD OR CAT FOOD

DO WE REALLY KNOW?

WE HAVE NO IDEA!

WE ARE JUST LED TO BELIEVE IT



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WORST GUY IN THE CLASS COULD BE THE BEST DENTIST  
OFTEN TIMES IT'S THE PERSON WHO STRUGGLED THE MOST



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HOW ELSE CAN WE SELL OURSELVES?



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### MAIN POINTS

- DON'T CRITICIZE
- GIVE HONEST SINCERE APPRECIATION
- BECOME GENUINELY INTERESTED IN OTHERS
- SMILE
- REMEMBER NAMES
- BE A GOOD LISTENER
- MAKE THE OTHER PERSON FEEL IMPORTANT

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### WAYS TO CHANGE PEOPLE WITHOUT OFFENDING OR CAUSING RESENTMENT

- BEGIN WITH PRAISE AND APPRECIATION
- ASK QUESTIONS INSTEAD OF GIVING ORDERS
- LET PEOPLE SAVE FACE
- MAKE THE OTHER PERSON HAPPY ABOUT DOING THE THING YOU SUGGEST

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**ON WAYS TO WIN PEOPLE TO YOUR THINKING**

- USE QUESTIONS WHERE YOU KNOW THE ANSWER IS YES
- QUICKLY ADMIT YOU'RE WRONG
- LET THE OTHER PERSON DO A GREAT DEAL OF TALKING
- LET THE OTHER PERSON FEEL THE IDEA IS THEIRS
- BE SYMPATHETIC TO THEIR IDEAS
- DRAMATIZE YOUR IDEAS

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**STORYTELLING**

- FROM THE EARLIEST TIMES STORIES WERE TOLD
- BEDTIME STORIES AS DESCRIBED BY CHRISTINE CLIFFORD
- CREATE A COMMONALITY
- GET OTHERS TO TALK. GET THEM TO TELL YOU ABOUT THEIR STORY. WEAVE IN TO IT

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**I TOLD YOU MY STORY**

IF THIS WERE A DIFFERENT SETTING, OR WE WERE ALONE, I WOULD CREATE OPPORTUNITIES FOR YOU TO GET INTO MY STORY... I'D CREATE COMMON GROUND ... THINGS YOU COULD IDENTIFY WITH AS BEING YOURS

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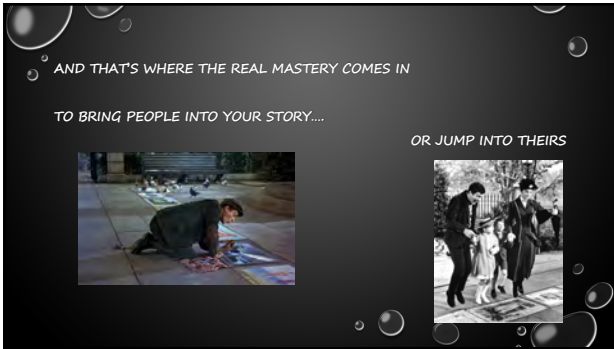
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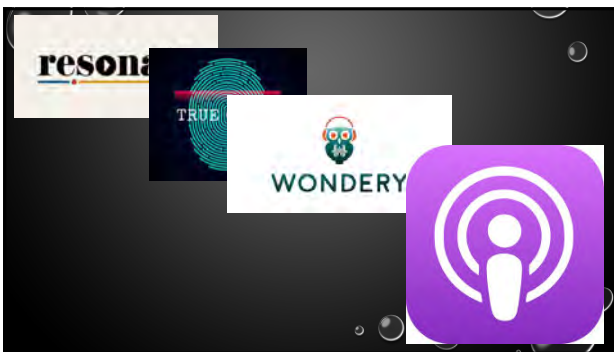
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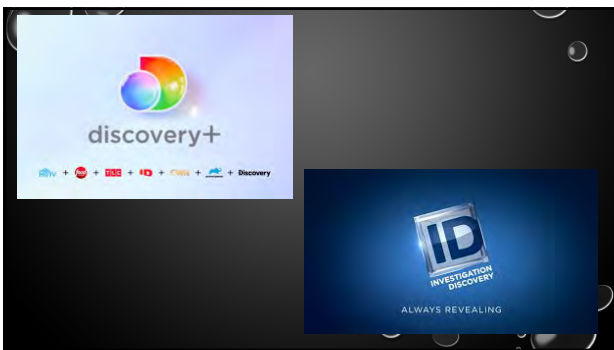
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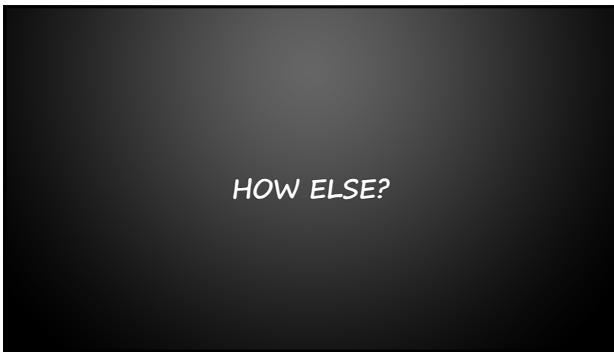
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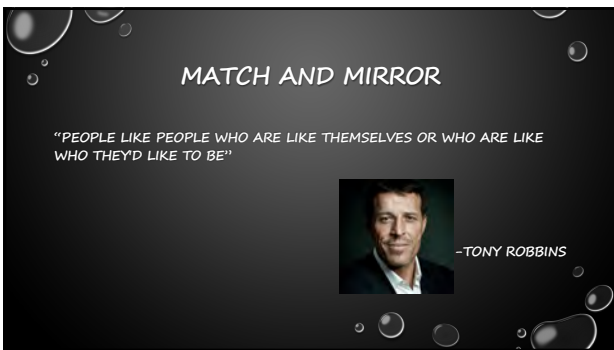
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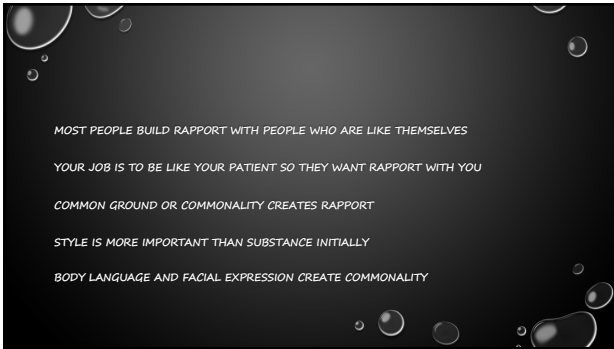
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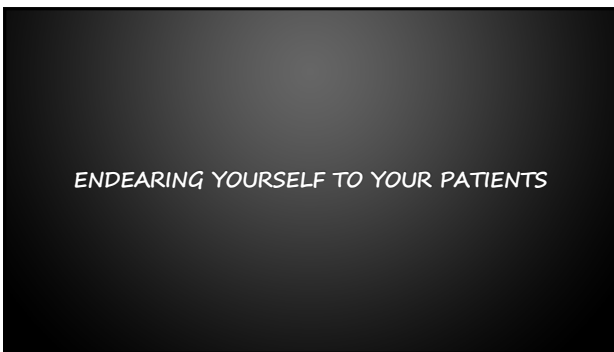
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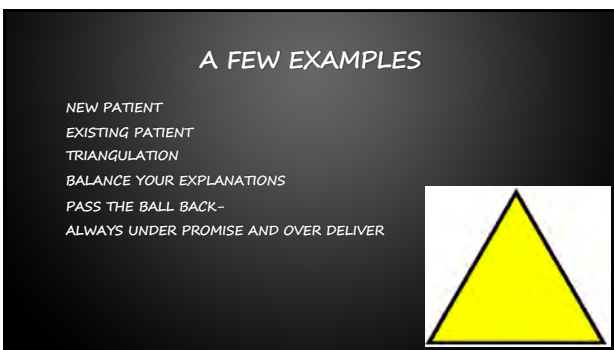
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## NEW PATIENT

- NEVER ENTER WITHOUT LOOKING AT THE CHART- HOLD IT
- FIND COMMON GROUND
- YOU NEED INTELLIGENCE
- I WANT TO KNOW THE PATIENTS DEMEANOR
- THE CHIEF COMPLAINT
- ANY BAD EXPERIENCE
- ANYTHING I CAN BEFORE I GO IN



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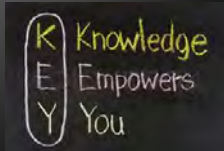
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- SCOUR THE CHART FOR ALL THINGS YOU HAVE KNOWLEDGE ABOUT
- SO YOU CAN TALK ABOUT THEM



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## EXISTING PATIENT

- ALWAYS REMEMBER PERSONAL DETAILS ABOUT THE PATIENT. WRITE THEM ON THE CHART IF YOU HAVE TO
- CASUAL CONVERSATION
- INVOLVE THE ASSISTANT
- NON DENTAL TALK
- DON'T TALK ABOUT YOURSELF BUT IDENTIFY WITH THE PATIENT
- MORPH YOUR BELIEFS TO THOSE OF THE PATIENT
- NO POLITICS OR RELIGION. NO CONTROVERSY

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**ADDRESS THE CHIEF COMPLAINT!**

- ALWAYS ACKNOWLEDGE WHY THEY ARE THERE
- NEVER TRY AND SELL THEM SERVICES RIGHT AWAY IF IT'S NOT WHY THEY CAME

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**BACK TO INTELLIGENCE  
WHY IS IT IMPORTANT?**

- IT'S WHAT EVERY COMPANY HAS ON YOU
- HOW COMPANIES MARKET TO YOU
- COMPANIES KNOW EVERYTHING ABOUT YOU
- POP UP ADS, ETC.



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**WHY**

- THEY WANT TO SELL YOU THINGS YOU WANT TO BUY
- THEY DON'T WANT TO WASTE TIME ON OTHER THINGS
- BIG COMPANIES KNOW WHAT WORKS AND HOW TO DO IT, HOW TO SELL THEMSELVES, COPY THEM
- DON'T REINVENT THE WHEEL

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FIRST IMPRESSION IS A LASTING ONE!!

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SO REMEMBER,  
YOU HAVE ONLY ONE SHOT IN MANY CASES  
TO MAKE A LASTING IMPRESSION!!

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TRIANGULATION

- THREE PARTY CONVERSATION
- PASS IT AROUND
- LEGS OF A STOOL
- OPERATORY IS STRESSFUL FOR EVERYONE



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- PASS THE BALL BACK
- ACKNOWLEDGE THE PROBLEM, EMPHASIZE, GIVE IT BACK TO THEM- LET THEM OWN IT
- BALANCE YOUR EXPLANATION- GIVE GOOD WITH BAD
- PRAISE FIRST
- ALWAYS UNDER PROMISE AND OVER DELIVER



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WORDS ARE VERY POWERFUL. CHOOSE THEM WISELY  
ITS ALL ABOUT THE WAY THINGS ARE PRESENTED

Think twice before you speak,  
because your **WORDS** and **INFLUENCE**  
will plant the seed of either  
success or failure . . .

*Thyden Hill*

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123

**KEEP IN MIND**

- PEOPLE SEE AND HEAR THINGS DIFFERENTLY
- YOU NEED TO BE PERCEPTIVE OF THAT  
HOW?
- PAY CLOSE ATTENTION TO FACIAL EXPRESSION WHEN YOUR TALKING TO SOMEONE
- MOST PEOPLE WILL SHOW THEIR THOUGHTS AND EMOTIONS WITH AN EXPRESSION

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**BOTTOM LINE...**

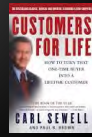
BE WILLING TO DO ALL THE LITTLE THINGS OTHERS WON'T DO OR ARE TO LAZY TO DO

CARDS

CALLS

THANK YOU'S

WHAT CAN I DO FOR YOU?



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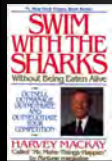
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**"LITTLE THINGS DON'T MEAN A LOT;  
THEY MEAN EVERYTHING"-  
HARVEY MACKAY**



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- HOW DOES THIS TIE IN TO INCREASED REVENUE OR SELLING DENTISTRY?
- FIRST OF ALL PEOPLE DON'T BUY THINGS FROM PEOPLE THEY DON'T LIKE
- YOU JUST WANT PEOPLE IN YOUR PRACTICE
- ON YOUR RECALL
- TO REMEMBER YOU WHEN THEY HAVE A PROBLEM
- YOU WANT THEM TO LIKE YOU
- TO THINK OF YOU



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**IT'S A PROCESS. NOT AN EVENT**

ALWAYS SELL  
REFINE YOUR CRAFT  
READ BUSINESS AND SALES BOOKS



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**ABOVE ALL...**

**BE NICE ALWAYS, IN ALL  
WAYS**

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◦ REMEMBER YOUR PAST

BE HUMBLE



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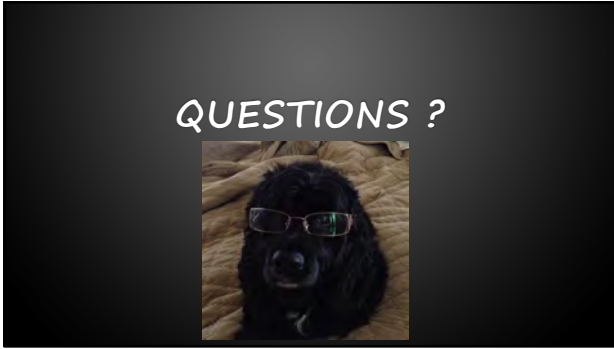
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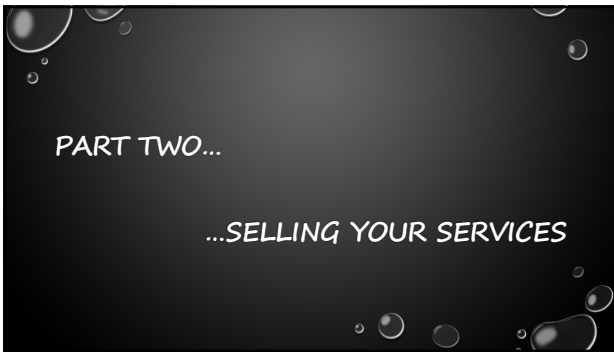
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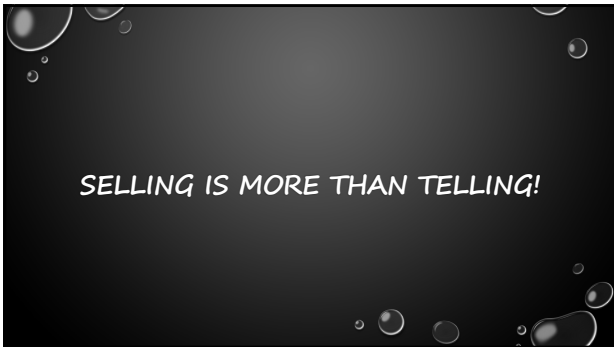
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**JUST WHAT IS SALES ?**

" ...SIMPLY COMMUNICATION WITH A PURPOSE..."

-FRED JOYAL  
FUTURE DONTICS

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134

THE DEFINITION OF SALESMANSHIP IS THE GENTLE ART OF LETTING THE CUSTOMER HAVE IT YOUR WAY." - **RAY KROC**

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135

BY SELLING I DON'T MEAN CONVINCING SOMEONE TO BUY SOMETHING THEY DON'T NEED. LET'S BE CLEAR ABOUT THAT

WE HAVE AN OBLIGATION AS DENTISTS TO POINT OUT PROBLEMS AND OFFER SOLUTIONS TO THINGS THAT WILL HELP THE PATIENT

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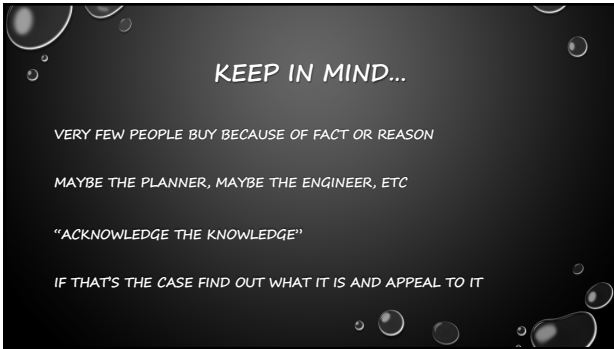
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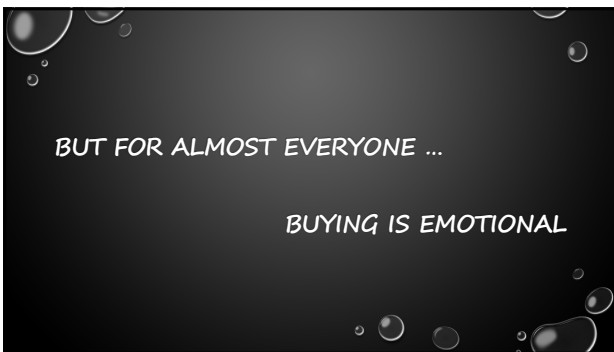
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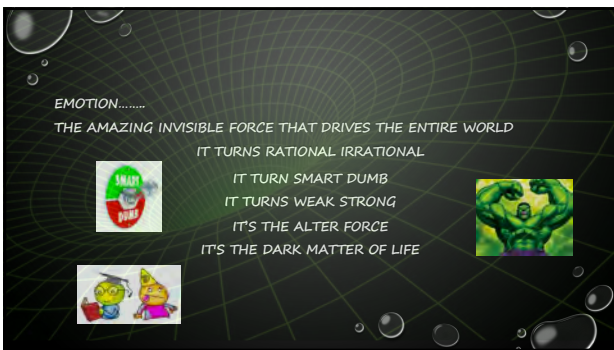
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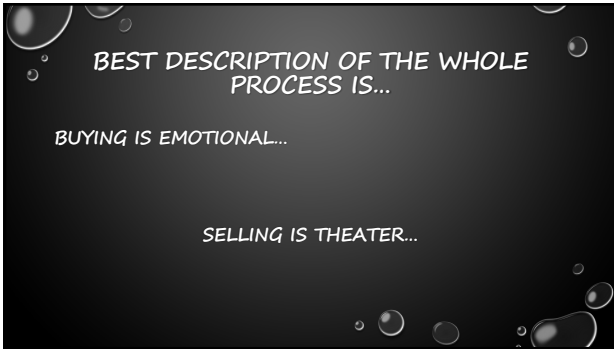
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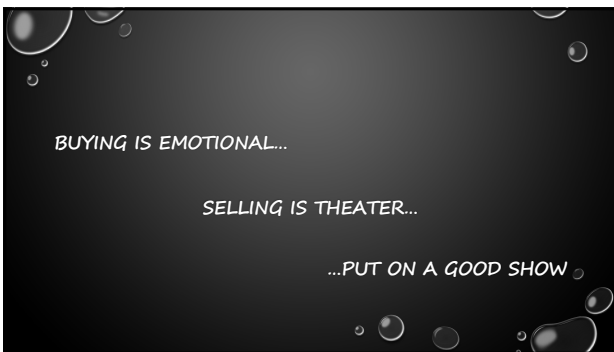
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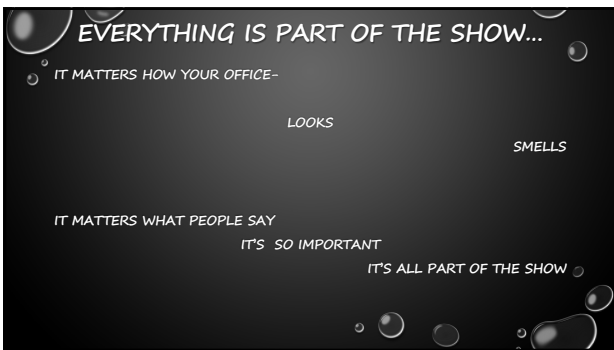
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**DON'T FORGET....**

AND THE SHOW MUST GO ON...

DOESN'T MATTER WHATS HAPPENING

DOESN'T MATTER WHAT'S HAPPENED



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**SO STICK THE JUMP**

ITS GAME TIME - MAKE IT COUNT



161

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**REMEMBER  
SELLING IS SO MUCH MORE THAN  
TELLING**

- JUST BECAUSE YOU CARE DOESN'T MEAN THEY DO
- MANY TIMES PEOPLE DON'T THINK THEY HAVE THE PROBLEM YOU ARE TRYING TO SOLVE
- PEOPLE BUY WHAT THEY WANT NOT WHAT THEY NEED- THINK BIBLES AND BEER (35 BILLION DOLLARS IN 2018)
- YOU NEED TO APPEAL TO WHAT THEY CARE ABOUT AND ATTACH YOUR CARE TO IT
- USE UNRELATED METAPHORS

162

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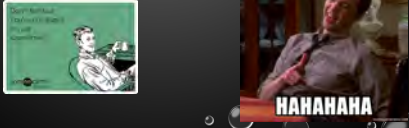
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• DON'T BE ADVERSARIAL  
• I'M SMART AND YOU'RE NOT



163

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• SPEAK THE PATIENT'S LANGUAGE  
• ANTICIPATE THEIR QUESTION  
• ASK IT AND ANSWER IT

164

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**SALES OBJECTIONS  
HANDLING**



165

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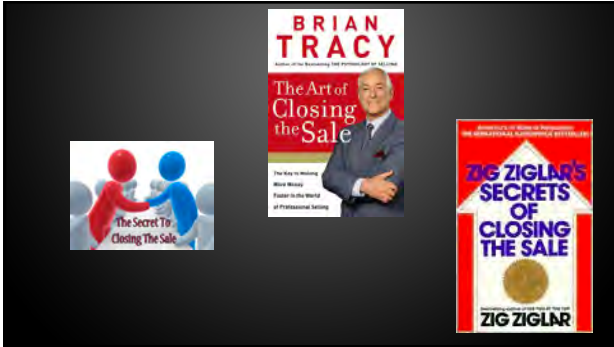
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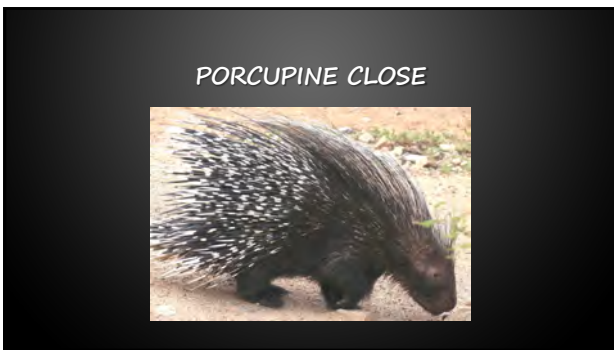
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## TOSS IT BACK

THE PORCUPINE IS A WAY TO ANSWER A QUESTION WITH A QUESTION OF YOUR OWN, IN A WAY THAT HELPS YOU MAINTAIN CONTROL OF THE CONVERSATION.

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170

## EXAMPLE

PROSPECT: "DOES IT COME IN LIGHT GREEN?"

YOU: "WOULD YOU LIKE IT IN LIGHT GREEN?"

PROSPECT: "YES, I WOULD."

YOU: "I CAN HAVE IT READY FOR YOU NEXT WEEK."

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171

VALUABLE IN ALL DENTAL DISCUSSION

NOT JUST CLOSING

GIVE THE PATIENT BACK THERE PROBLEM !



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172

• DON'T ASK FOR THE SALE TOO SOON  
• BUILD A RELATIONSHIP FIRST



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**YOU HAVE TO REALIZE**

THIS ISN'T THE MILITARY  
THIS ISN'T DENTAL SCHOOL  
MOST PEOPLE NEED TO BE LED TO MAKE A DECISION

174

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**ON THE FLIP SIDE...**

- WHAT ARE SOME PROBLEMS WITH SELLING?
- YOU DON'T LIKE DOING IT
- YOU DON'T FEEL LIKE DOING IT
- YOU DON'T BELIEVE IN IT
- GUESS WHAT...YOU WONT SELL IT, RECOMMEND IT, OR DO IT
- BE CAREFUL! THIS CAN DEVALUE YOUR PRACTICE!

175

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**WHAT DOES THAT MEAN ?**

- FIGURE OUT WHAT YOU LIKE
- IF YOU HAVE A MATURE PRACTICE MAYBE AN ASSOCIATE
- CANT GET BETTER AT DOING THINGS YOU DONT LIKE

176

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**WHAT ABOUT TREATMENT PLANNING?**

- LOTS OF WAYS TO TREATMENT PLAN
- ALL AT ONCE
- MY WAY OR THE HIGHWAY
- TELL PEOPLE THEY NEED THINGS

177

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- TOUR OF THE MOUTH- FRANK SPEAR
- STAGE CASES
- BE ON THEIR SIDE
- UNDERSTAND THEIR CONCERNS ABOUT FINANCES
- PLANT SEEDS



178

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- I PREFER A SOFTER "SELL"
- TELL THEM THEIR PROBLEM, BUT...
- OFFER THEM OPTIONS
- ALL AT ONCE IF THEY WANT
- STAGE THE CASE
- WORK WITHIN THEIR INSURANCE



179

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**REMEMBER**

KEEP IT SIMPLE

A CONFUSED PERSON WONT BUY ANYTHING



MORE DETAILS RAISES THE LIKELIHOOD AND OPENS THE DOOR FOR MORE OBJECTIONS

180

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**HOW TO TALK TO PTS IF YOU'VE BOUGHT A PRACTICE**

181

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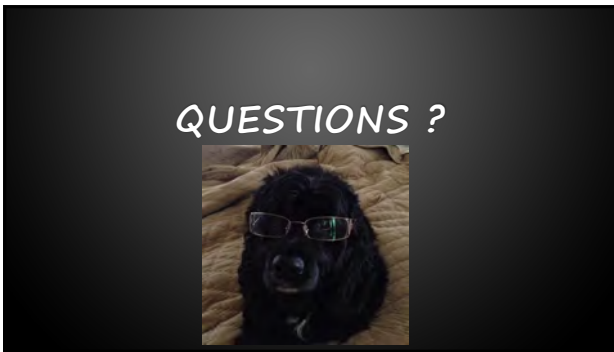
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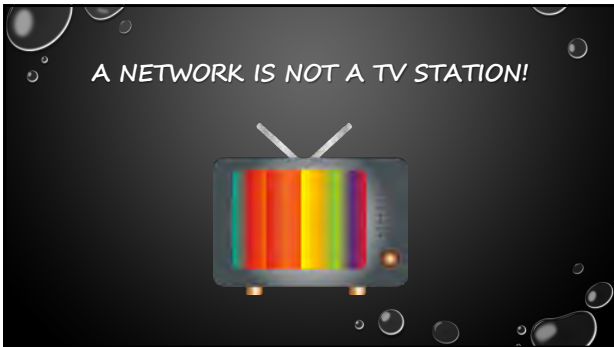
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**A NETWORK IS NOT A TV STATION!**

A USUALLY INFORMALLY INTERCONNECTED GROUP OR ASSOCIATION OF PERSONS (SUCH AS FRIENDS OR PROFESSIONALLY COLLEAGUES)

BUT REALLY.... ITS SOMETHING YOU ABSOLUTELY MUST HAVE

189

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**EVEN THOUGH ITS NOT A TV STATION THERE ARE A LOT OF SIMILARITIES!**

- EACH NETWORK HAS ITS OWN BRAND AND LOGO
- ITS OWN STYLE
- ITS OWN CHARACTER



190

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**TAKE GREAT CARE TO BUILD YOUR NETWORK !**

- MAKE SURE YOU HAVE A LOT OF SHOWS AND CHARACTERS IN YOUR NETWORK
- ITS NEVER TOO EARLY OR LATE TO START
- IT CAN NEVER BE TOO BIG
- CULTIVATE IT ! LIKE YOU WOULD A VINEYARD!

191

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## MAKE SURE

- ONCE YOU BUILD IT DON'T CHANGE THE CHANNEL
- KEEP YOUR NETWORK IN TUNE,,, AND IN FOCUS
- TURN THE RABBIT EARS IF YOU NEED TO!

192

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## HOW DO YOU DO IT?



193

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- KEEP YOURSELF KNOWN!
- SEND CARDS
- MAKE CALLS
- SEND FLOWERS
- SEND GIFTS
- CONGRATULATE PEOPLE
- DO SPECIAL THINGS






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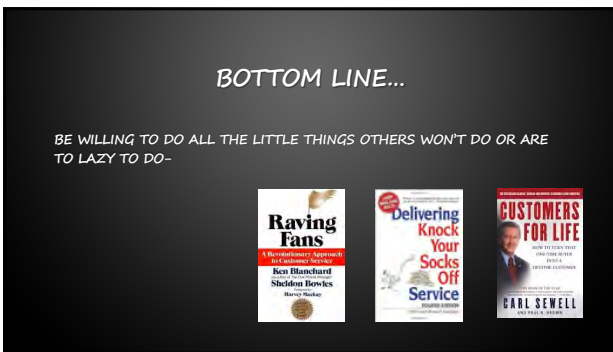
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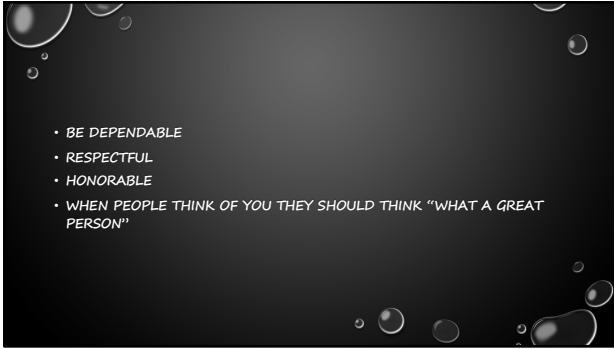
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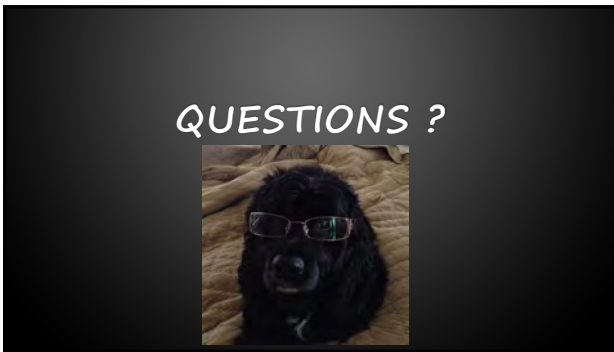
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**WHAT DOES THAT MEAN?**

- TO OCCUPY ONESELF WITH UNIMPORTANT MATTERS AND NEGLECT PRIORITIES DURING A CRISIS.
- TO NEGLECT HELPING WHEN ONE'S TIME IS NEEDED MOST; TO IGNORE THE MAJOR PROBLEM AT HAND (WHILST DOING SOMETHING LESS IMPORTANT); TO BE IDLE, INACTIVE, OR UNINTERESTED IN A TIME OF GREAT NEED.

201

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- IF THERE'S ONE THING WE DON'T HAVE A SHORTAGE OF IN DENTISTRY IT'S CRISES
- EVERYTHING FROM PATIENT ISSUES TO STAFF ISSUES
- TO PERSONAL AND PRIVATE ISSUES
- TO BUSINESS ISSUES



205

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**SOME EXAMPLES...**

- BROKEN FILES
- BAD ESTHETICS
- EXTRACTING AN IMPLANT



206

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DISASTERS AREN'T LIMITED TO  
CLINICAL SITUATIONS!

BE AWARE!

213

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YOUR ENEMIES ONLY WIN IF YOU LET  
THEM

**NEVER GIVE UP!**



214

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WATCH THE BACK DOOR !

THREE LITTLE PIGS

BUILD YOUR HOUSE OUT OF BRICKS!



215

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## LETS TRY TO AVOID CRISIS

- INFORMED CONSENT
- SAY GOOD WITH BAD
- ITS ALL IN THE PHRASING
- EXPLAIN DON'T EXCUSE

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216

- MAKE IT RIGHT
- REFUND REFUND REFUND
- DON'T FIGHT WITH THE PATIENT
- DO THE RIGHT THING
- FIX IT
- STAY AWAY FROM COLLECTIONS IF POSSIBLE



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217

## SOME STATS

- 20-40 HRS AND AS LONG AS A YEAR AFTER THE COMPLAINT
- COULD TAKE THREE TO FIVE YEARS TO SETTLE:
  - DEPOSITIONS
  - RECORDS
- AND A WEEK OR MORE MORE TIME IF TRIAL
- HIGH PERCENTAGE OF CASES ARE WOMEN
- HIGHEST PERCENTAGE ARE OF THOSE PEOPLE WHO HAVE BEEN SENT TO COLLECTION

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218



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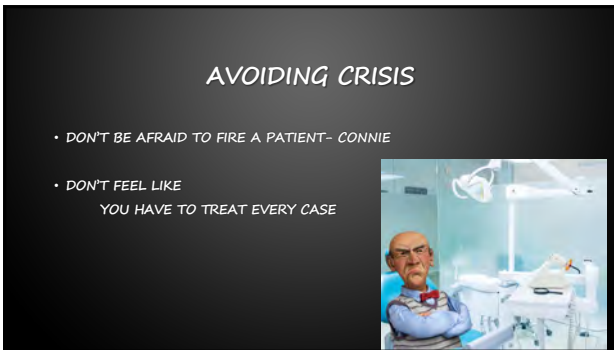
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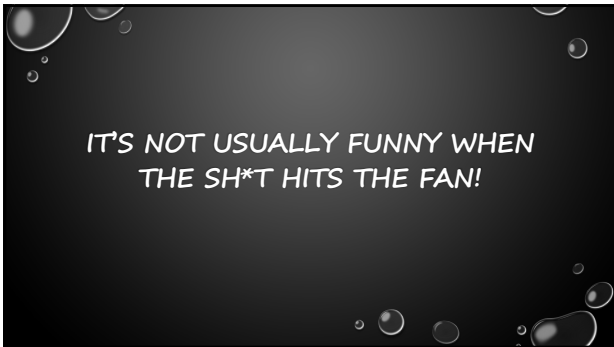
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AND BY THE WAY...

- SET AN EXAMPLE
- DON'T PANIC
- BE WISE
- REMEMBER OTHERS ARE LOOKING TO YOU

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graph TD; A[GOOD LEADER] --- B[encouragement]; A --- C[clear communication]; A --- D[good example]; A --- E[recognition]; A --- F[inspiration]; A --- G[integrity]; A --- H[stimulating work]; A --- I[vision]; A --- J[focus on team]; A --- K[support]
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224

QUESTIONS ?

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225

LIFE'S A JOURNEY

"ENJOY THE RIDE!"

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226

THEY HAD PROBLEMS AND BILLS JUST LIKE WE DO



100 YEARS HAVE PASSED... SUN STILL COMES UP ...AND STILL GOES DOWN

WORLD HAS KEPT TURNING

228

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WHAT AM I TRYING TO SAY?

- DON'T SWEAT THE SMALL STUFF!!
- LIKE JIM ROHN SAYS
- THEY'LL BE SEASONS
- FALL COMES AFTER SUMMER THEN WINTER THEN SPRING
- THEN IT HAPPENS ALL OVER AGAIN
- SOME COLD
- SOME HOT

229

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BALANCE YOUR CAREER

- HAVE FUN!
- FAMILY
- TRAVEL
- HOBBIES
- RELIGION
- VOLUNTEER WORK



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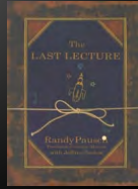
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"TIME IS ALL YOU HAVE...AND YOU MAY FIND ONE DAY THAT YOU HAVE LESS THAN YOU THINK"

-RANDY PAUSCH



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232

"IT'S NOT ABOUT HOW TO ACHIEVE YOUR DREAMS."

"IT'S ABOUT HOW TO LEAD YOUR LIFE"

"IF YOU LEAD YOUR LIFE THE RIGHT WAY, THE KARMA WILL TAKE CARE OF ITSELF."

"THE DREAMS WILL COME TO YOU"

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233

TIME IS LIFE'S MOST VALUABLE  
COMMODITY  
ITS PRICELESS  
YOU CAN NEVER BUY YESTERDAY

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234

DON'T WASTE TIME- BECOME MORE EFFICIENT

WE CAN MAKE MORE MONEY, NOT MORE TIME

An illustration of a white rabbit wearing a red vest and blue pants, holding a large pocket watch. The background is black with white bubbles.

235

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- LEARN TO CREATE SYSTEMS
- KISS
- STREAMLINE THINGS
- THINK MCDONALD'S
- IT'S THE SAME EVERYWHERE ...WORLDWIDE

The McDonald's logo, a golden arches 'M' on a red square background. The background of the slide is black with white bubbles.

236

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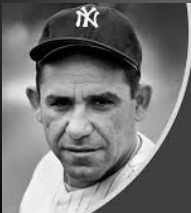
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HOW CAN WE APPLY THIS TO DENTISTRY?

A black and white photograph of Tom Hanks wearing a baseball cap with a logo. The background of the slide is black with white bubbles.

It's like déjà vu, all over again.  
—Tom Hanks

237

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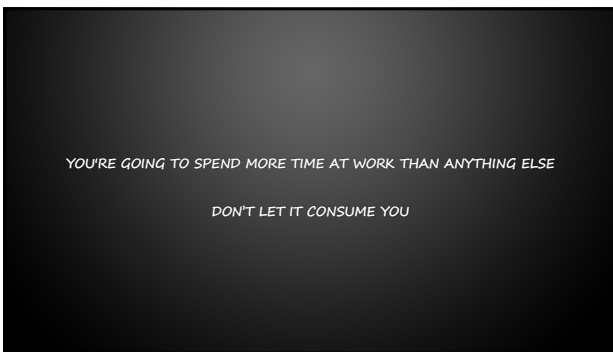
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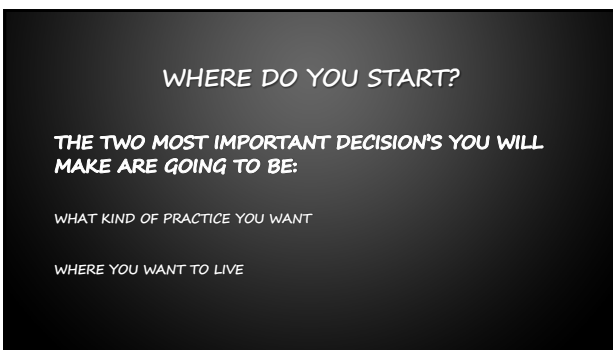
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• DECIDE WHAT KIND OF PRACTICE YOU WANT  
• KEEP IN MIND IT WILL EFFECT THE VALUE AND SALE PRICE OF THE PRACTICE

241

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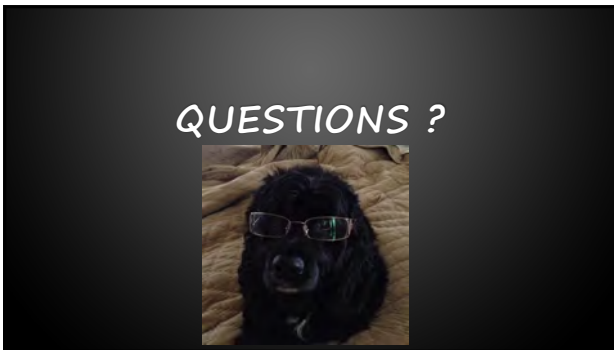
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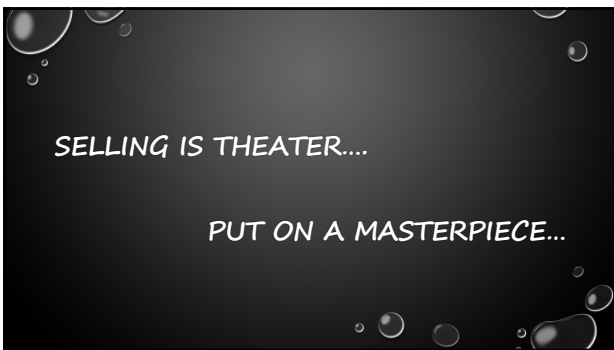
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*"REAP WHAT YOU SOW"-GETTING, AND KEEPING, NEW PATIENTS (AND OLD ONES!)"*



*You Reap What You Sow*

248

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- *COULD BE A WHOLE DAY*
- *JUST HIGHLIGHT SOME THINGS*
- *FOR THE MOST PART I'M GOING TO LEAVE OUT SOCIAL MEDIA*

249

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*FIRST THINGS FIRST  
REMOVE BARRIERS!*

- *MAKE IT EASY FOR YOUR PATIENTS TO GET IN*
- *TAKE INSURANCE*
- *CLEAN THEIR TEETH IF THAT'S WHAT THEY WANT*
- *SAME DAY EMERGENCIES*
- *CONVENIENT HOURS*



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MAKE IT EASY TO PAY



NO IN OFFICE PAYMENT PLANS - REMEMBER WHAT WE SAID ABOUT PEOPLE WHO OWE YOU MONEY

THEY'LL FIND A WAY TO HATE THE WORK - OR YOU

GUESS WHAT? YOU JUST BECAME THE WORST DENTIST WHO DOES THE WORST WORK AND THEY'LL TELL EVERYBODY





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251

WHO SHOULD OUR TARGET MARKET BE?

- MOM
- ESPECIALLY IF YOU ARE A YOUNGER DENTIST




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252

"WOMEN DRIVE 70-80% OF ALL CONSUMER PURCHASING, THROUGH A COMBINATION OF THEIR BUYING POWER AND INFLUENCE. INFLUENCE MEANS THAT EVEN WHEN A WOMAN ISN'T PAYING FOR SOMETHING HERSELF, SHE IS OFTEN THE INFLUENCE OR VETO VOTE BEHIND SOMEONE ELSE'S PURCHASE."



—TOP TEN THINGS EVERYONE SHOULD KNOW ABOUT WOMEN CONSUMERS, FORBES MAGAZINE  
BRIDGET BRENNAN JAN 23, 2015

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253

"WOMEN HAVE A MULTIPLIER EFFECT. THEY ARE MULTIPLE MARKETS IN ONE. BECAUSE WOMEN SERVE AS PRIMARY CAREGIVERS FOR CHILDREN AND THE ELDERLY IN VIRTUALLY EVERY SOCIETY IN THE WORLD, WOMEN BUY ON BEHALF OF THE PEOPLE WHO LIVE IN THEIR HOUSEHOLDS, AS WELL AS FOR EXTENDED FAMILY (SUCH AS OLDER PARENTS AND IN-LAWS) AND FRIENDS."



254

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## WHAT DOES THAT MEAN?

YOUR MARKETING SHOULD BE GEARED TOWARD ATTRACTING WOMEN—MEN WILL FOLLOW

255

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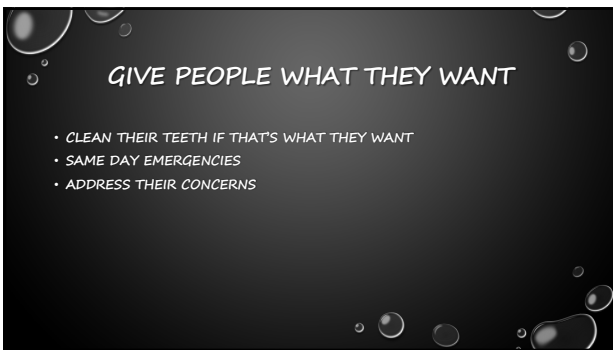
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## GIVE PEOPLE WHAT THEY WANT

- CLEAN THEIR TEETH IF THAT'S WHAT THEY WANT
- SAME DAY EMERGENCIES
- ADDRESS THEIR CONCERNS

256

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*"CAN'T GET BETTER AT GIVING PEOPLE  
WHAT THEY DON'T WANT"*

-MIKE ABERNATHY DDS

257

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*IN OFFICE DENTAL PLAN*

No Dental Insurance?  
No Problem!

Save 10%-60% on  
Dental Treatments with  
a Dental Savings Plan!

Learn More

**QDP** | QUALITY  
DENTAL PLAN

258

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*HOW MUCH SHOULD WE SPEND ON  
ADVERTISING?*

3-5% OF YOUR MONTHLY COLLECTION BUDGET SHOULD BE MARKETING

259

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• LET THE PROS DO THE ADVERTISING  
• YOU DO THE MARKETING  
• WHAT DOES THAT MEAN



The Difference  
Between Marketing  
and Advertising  
(and why it matters)

260

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AD-VER-TIS-ING /'ADVƏR, TĪZING/NOUN

THE ACTIVITY OR PROFESSION OF PRODUCING ADVERTISEMENTS FOR COMMERCIAL PRODUCTS OR SERVICES.

THE ACT OR PRACTICE OF CALLING PUBLIC ATTENTION TO ONE'S PRODUCT, SERVICE, NEED, ETC.,

ESPECIALLY BY PAID ANNOUNCEMENTS IN NEWSPAPERS AND MAGAZINES, OVER RADIO OR TELEVISION, ON BILLBOARDS, ETC.

261

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MAR-KET-ING /'MÄRKƏDING/NOUN

THE ACTION OR BUSINESS OF PROMOTING AND SELLING PRODUCTS OR SERVICES, INCLUDING MARKET RESEARCH AND ADVERTISING.

262

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**REALIZE...  
AS FRED JOYAL HAS  
TITLED HIS BOOK-**

- EVERYTHING IS MARKETING-
- HOW YOU LOOK
- HOW YOUR OFFICE LOOKS
- AND SMELLS
- YOUR STAFF
- EVERYTHING

263

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**DON'T FALL INTO THE  
TRAP!**

**Ready  
Fire  
Aim**

264

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**YOU SHOULD-**

REFINE YOUR TARGET  
REFINE YOUR AUDIENCE  
BE PERSISTENT

DRIP...  
DRIP...  
DRIP...

**drip  
campaigns**

265

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**WHY?**

- 2% BUY ON FIRST CONTACT
- 3% BUY ON SECOND CONTACT
- 5% BUY ON THIRD CONTACT
- 10% BUY ON FOURTH CONTACT
- 80% BUY ON THE FIFTH THROUGH TWELFTH CONTACT**

- COURTESY OF NATIONAL SALES EXECUTIVES ASSOCIATION  
VIA COLIN RECEVEUR IN HIS BOOK  
"ATTRACT MORE PATIENTS IN THE NEXT 6 MONTHS, THAN IN THE PAST 6 YEARS"




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266

**DON'T ADVERTISE....**

- IF YOU CAN'T KEEP THE PATIENTS

"SHUT THE BACK DOOR!"




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267

**WHAT DOES THAT MEAN?**

EVALUATE YOUR PRACTICE  
WHY DO YOU WANT NEW PATIENTS?  
TO REPLACE OLD ONES?  
TO EXPAND? TO GROW?




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268

**IF YOUR PATIENTS ARE LEAVING YOU**

YOU NEED TO FIND OUT WHY AND ADDRESS IT

HOW MANY HYGIENISTS DO YOU HAVE?  
HOW MANY NEW PATIENTS ARE YOU GETTING?  
MAKE SURE YOU HAVE THE SYSTEMS IN PLACE

269

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**SOME NUMBERS:**

Michael Aherneally, DDS

**THE SUPER GENERAL DENTAL PRACTICE**  
Developing a winning business plan for the general dentist and the general dentist into the practice of your choice.

270

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**WALK AROUND YOUR OFFICE. SIT IN THE CHAIR. BE AWARE OF SMELLS AND NOISES**



271

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UP TO 40% OF CONSUMERS CHANGE THEIR MINDS AT THE POINT OF PURCHASE BECAUSE OF SOMETHING THEY SEE

-(PSYCHOLOGY TODAY, 2017).

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272

**DIRECT MAIL**

Businesses today agree direct mail remains a powerful channel for customer acquisition and retention.

**73%** of consumers prefer direct mail.

Direct mail tops all other media by delivering the highest ROI for B2C marketing.

**30x** Direct mail delivers higher response rates than search.

**31%** of consumers prefer direct mail.

**38%** of consumers prefer direct mail.

**NPI**

**NEW PATIENTS INC**

The Marketing Firm Exclusively for Dentists

(866) 336-8237

**PostcardMania**  
Postcard Marketing Experts

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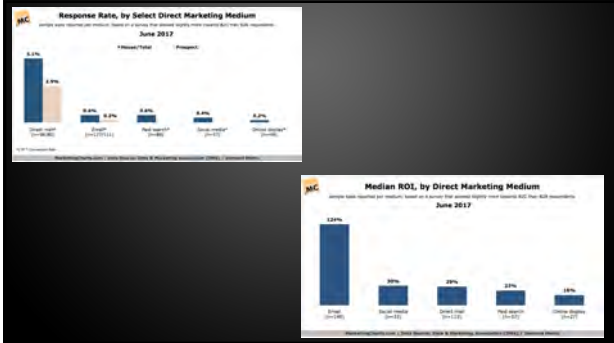
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RATE OF RETURN. THE AVERAGE RATE OF RETURN ON DIRECT MAIL CAMPAIGNS IS GENERALLY 1/2 TO 2 PERCENT, ACCORDING TO JWM BUSINESS SERVICES; IN A CAMPAIGN INVOLVING 100 PIECES OF MAIL, TWO TO FOUR PEOPLE CAN BE EXPECTED TO RESPOND AND HALF THAT NUMBER TO MAKE A PURCHASE.

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276

- MAIL AT LEAST 3X
- TYPICAL CAMPAIGN COULD BE 5000 HOMES MAILED 3X
- DON'T MAIL IN JULY OR DECEMBER



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277

**REMEMBER!**



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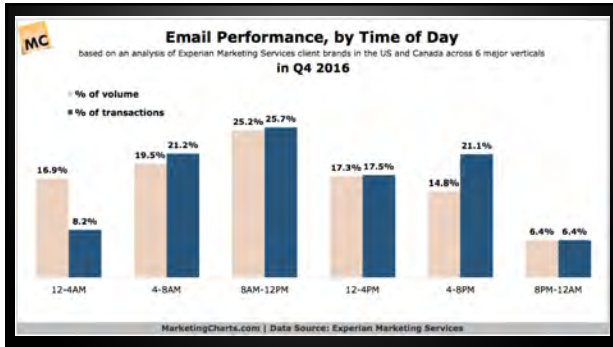
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**IN HOUSE INSURANCE PLAN MAILER**

- SEND THIS OUT TO PATIENTS WHO HAVEN'T BEEN IN IN AWHILE
- CHANCES ARE THEY'VE LOST THEIR INSURANCE

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280

- REMEMBER DON'T MARKET IF YOU CAN'T KEEP THEM
- IT'S NOT MARKETING IF YOU CAN'T CONVERT
- DON'T ADVERTISE AND GET PEOPLE IN IF WHEN THEY GET THERE YOU HAVE A TERRIBLE MESSAGE AND CAN'T CONVERT THEM TO A PATIENT

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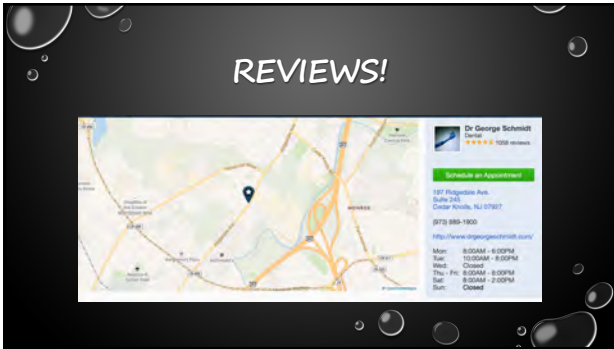
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## BAD REVIEWS??

- COMPANIES TO HELP




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285

## HOW ELSE CAN I GET AND KEEP PATIENTS?

- LEARN MORE SKILLS
- MOST SPECIALTIES ARE GOING AWAY
- LEARN ORTHO
- IMPLANTS
- PERIO SX
- KEEP THE PATIENTS IN THE OFFICE

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286

## WHAT ABOUT EXISTING PATIENTS

- THESE ARE THE BEST AND CHEAPEST WAY TO ACQUIRE NEW PATIENTS
- TREAT YOUR PATIENTS PROPERLY AND THEY'LL SEND NEW ONES
- REFERRAL CARDS OFFERING \$\$
- PRIZES
- DRAWINGS
- STAFF BONUSES FOR REFERRALS

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287

## A FEW STATS

- COST PER ACQUISITION – \$150 – \$300 PER DENTAL PATIENT.
- IN YEAR ONE, A NEW PATIENT SPENDS AN AVERAGE \$700-\$1250.
- AVERAGE DENTAL PATIENT STAYS WITH A PRACTICE FOR 7-10 YEARS.

(ADA AVERAGE – 2016) MAR 12, 2018

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## BOTTOM LINE WE NEED TO KEEP EXISTING PATIENTS

ACCORDING TO FRED JOYAL FOUNDER OF 1-800-DENTIST:  
THE TOP 7 REASONS PEOPLE LEAVE A DENTIST

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289

- 1) THEY MOVE
- 2) THE PRACTICE DOESN'T OFFER WHAT THEY WANT
- 3) THEY DON'T KNOW WHAT YOU DO
- 4) THEY THINK YOU ARE TOO EXPENSIVE
- 5) THEIR INSURANCE CHANGED AND YOU DON'T ACCEPT IT
- 6) THEY'RE EMBARRASSED ABOUT HOW LONG IT'S BEEN SINCE THEY'VE BEEN IN
- 7) THEY DON'T BELIEVE YOU CARE

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290

- HOSPITAL VISITS
- FLOWERS
- CARDS
- ALWAYS SYMPATHY CARDS
- WE EMAIL BIRTHDAY WISHES

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WE USE--

- DIRECT MAIL
- REFERRAL CARDS
- IN HOUSE INSURANCE PLAN
- SOME SOCIAL MEDIA
- WEBSITE
- DEMANDFORCE

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*Three Remarkable "SEE-ACQUAINTED" OFFERS!*

**Now Patients Special!** \$100 Welcome Bonus...  
 At your appointment, you'll be greeted with our special, warm and personal attention. We'll take the time to listen to your concerns and provide you with the best possible care. We'll also offer you a special \$100 Welcome Bonus to help you get started on your journey to a healthier smile.

**We Now Offer Welcome Bonus Incentive!** A brand new and exciting incentive. Receive \$100 when you start your treatment. We'll help you get the most out of your treatment and we'll be there for you every step of the way. We'll help you get the most out of your treatment and we'll be there for you every step of the way.

**Get 100 Day Treatment on Smile & Soft Tissue!**  
 Receive 100 Day Treatment on Smile & Soft Tissue.

**Smile & Soft Tissue Treatment**  
 At our office, we offer a unique, personalized approach to your smile and soft tissue treatment. We'll take the time to listen to your concerns and provide you with the best possible care. We'll also offer you a special \$100 Welcome Bonus to help you get started on your journey to a healthier smile.

**At our office, we offer a unique, personalized approach to your smile and soft tissue treatment. We'll take the time to listen to your concerns and provide you with the best possible care. We'll also offer you a special \$100 Welcome Bonus to help you get started on your journey to a healthier smile.**

**Finally something to SMILE about!**  
 George J. Schmitt DMD, FAGD, FRCR, FAGDA  
 Brandon K. Schmitt DMD

**THE ADVANCED DENTAL CENTER**  
 of Cedar Rapids

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 319.433.1333  
 www.TheAdvancedDentalCenter.com

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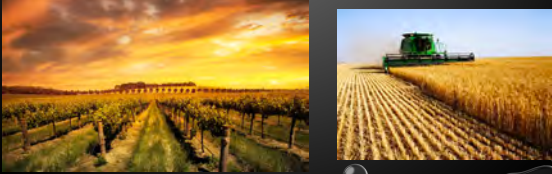
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REMEMBER



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WHAT ABOUT OFFICE POLICY?



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WHAT'S THE POINT?

AS DICK BARNES WOULD SAY-

BE FIRM IN PRINCIPLE - BUT FLEXIBLE IN IMPLEMENTATION

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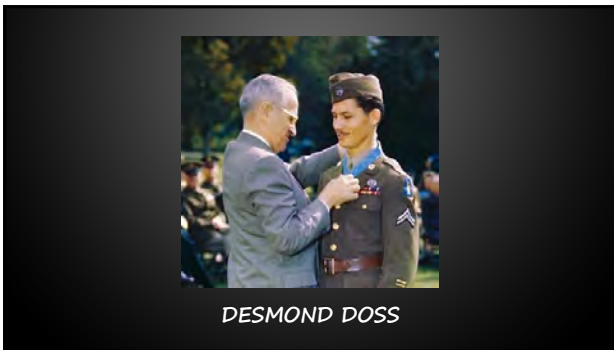
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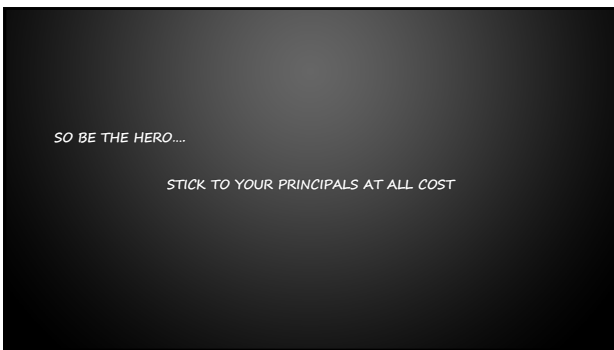
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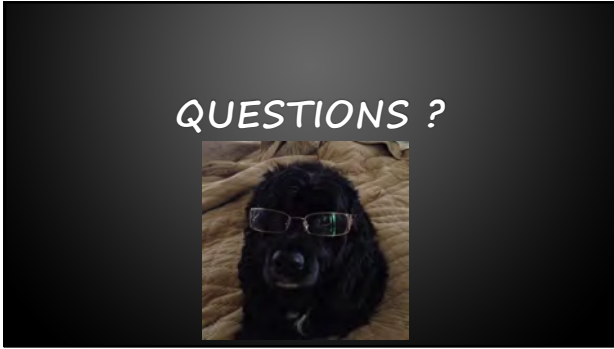
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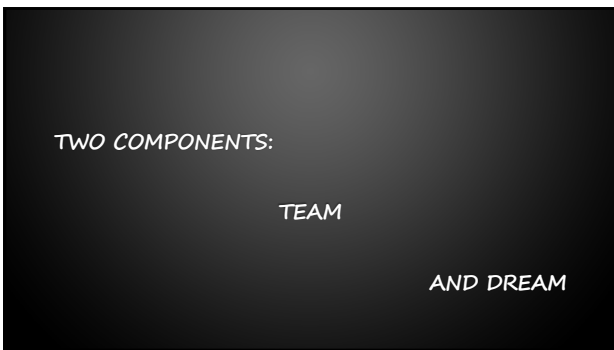
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*“YOU'RE ONLY AS GOOD AS THE  
PEOPLE YOU HIRE.”*  
*– RAY KROC*

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FIRST THE TEAM

- ITS ALL ABOUT THE STAFF
- HIRE PERSONALITIES
- YOU CAN TRAIN A MONKEY TO DO DENTISTRY!



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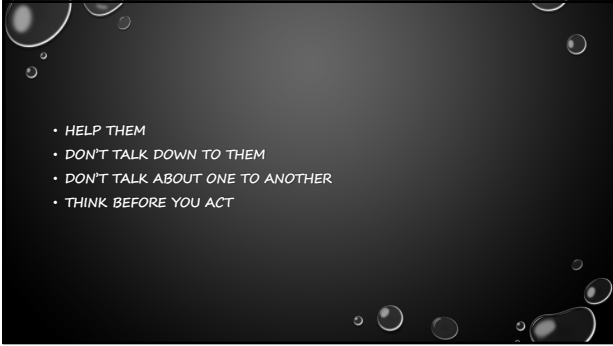
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- HELP THEM
- DON'T TALK DOWN TO THEM
- DON'T TALK ABOUT ONE TO ANOTHER
- THINK BEFORE YOU ACT



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**DON'T FALL INTO THE TRAP!**

ITS EASIER TO HIRE QUALIFIED PEOPLE- LESS WORK

NO! NO! NO!

HIRE AND TRAIN= MORE WORK .. BUT BIGGER SUCCESS!!!

REMEMBER HIRE FOR PERSONALITY !

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- BE FRIENDLY BUT THEY'RE NOT YOUR FRIENDS
- TAKE CARE OF THEM
- NEVER EVER TALK ABOUT STAFF TO STAFF
- LET STAFF GO ASAP IF THEY QUIT
- DON'T DISCUSS THEM AGAIN



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**AND THE DREAM..**

- DEFINE IT
- THEN BURN THE SHIPS
- BE PERSISTANT



• EDISON CLAIMED 10,000 FAILURES

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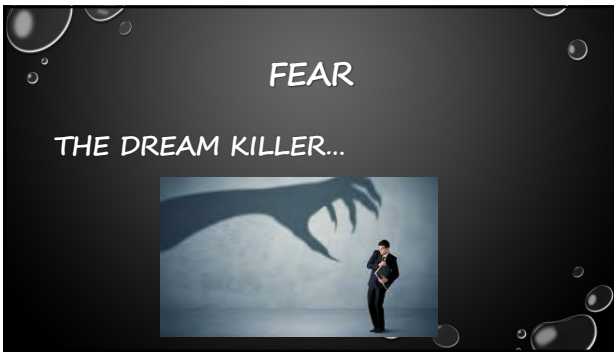
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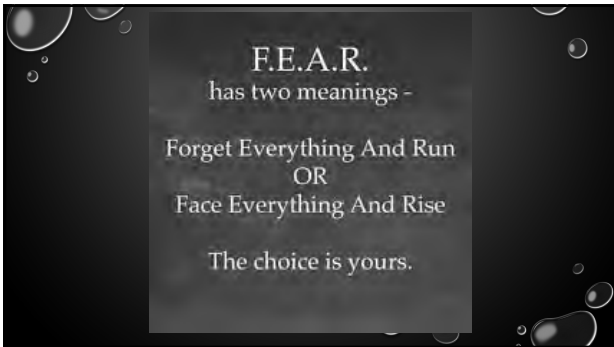
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## HOWARD FARRAN'S FIVE D'S

- DESIGN YOUR PLAN
- DROP EVERYTHING THAT DOESN'T MATTER
- DELAY EVERYTHING YOU CAN'T DROP
- DELEGATE EVERYTHING YOU CAN DELEGATE
- DO YOUR PLAN



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REMEMBER

YOU CAN'T GET GOOD AT WHAT YOU DON'T LIKE

FOCUS



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### BY THE WAY, SAVE YOUR MONEY...

**1 in 3 Americans Has \$0 Saved for Retirement**



**HOW MUCH YOU NEED TO SAVE TO RETIRE**





"I've crunched the numbers in your retirement account. It's time to figure out who will be wearing the mask and who will be driving the retirement car."

317

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**AND DON'T LOSE SIGHT..**

IT'S NOT WHAT YOU PRODUCE OR WHAT YOU GROSS OR HOW MANY OPS YOU HAVE OR HOW BIG YOUR STAFF IS

**IT'S WHAT YOU KEEP!**



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**LOOKING FOR A START UP?**

BUILD YOUR OFFICE WHERE THERE PUTTING IN A NEW SHOPPING MALL OR TARGET OR WALMART!

**THEY'VE DONE THE RESEARCH!**

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**SEASONED PRO:  
WHAT IF I FEEL TRAPPED?**

THINK RAY KROC-



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"PEOPLE HAVE MARVELED AT THE FACT THAT I DIDN'T START MCDONALDS UNTIL I WAS FIFTY-TWO YEARS OLD AND THEN I BECAME A SUCCESS OVERNIGHT. BUT I WAS JUST LIKE A LOT OF SHOW BUSINESS PERSONALITIES WHO WORK AWAY QUIETLY AT THEIR CRAFT FOR YEARS, AND THEN, SUDDENLY, THEY GET THE RIGHT BREAK AND MAKE IT BIG. I WAS AN OVERNIGHT SUCCESS ALL RIGHT, BUT THIRTY YEARS IS A LONG, LONG NIGHT."

- RAY KROC

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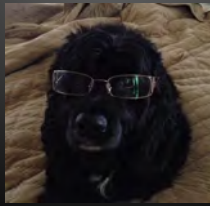
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QUESTIONS ?



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"THE KEY TO SUCCESS" - INVEST IN YOURSELF



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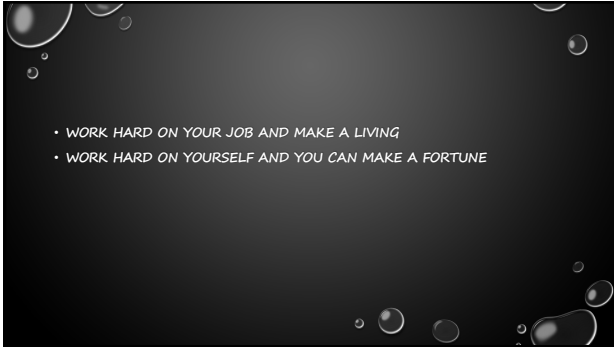
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**CAN'T MAKE MORE MONEY DOING ANYTHING ELSE**

Industry	2008	2009	2010
Software Services	2.8%	2.8%	2.8%
Manufacturing (22213)	2.4%	2.4%	2.7%
Wholesale Business with Computers and Equip	2.4%	2.0%	2.7%
Full Service Restaurants (72011)	2.0%	2.0%	2.0%
Health/Insurance Carriers (80110)	2.0%	2.0%	10.3%
News Car Dealers and Equip	1.9%	1.7%	1.8%
Trucks and Motor Vehicle Parts	1.4%	2.2%	-
Management Bank (60211)	1.4%	1.4%	1.4%
Online of Real Estate Agents and Brokers (81110)	1.0%	1.0%	1.0%
Finance and Insurance (60)	0.9%	1.3%	0.9%
Business Services (80)	0.8%	0.8%	-
IT Services (80710)	0.7%	0.4%	-

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ALWAYS STRIVE TO LEARN NEW SKILLS  
CONSTANTLY LEARN AND IMPROVE

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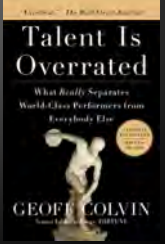
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WELL, I'M JUST NOT GOOD AT SOME THINGS

DELIBERATE PRACTICE



The image shows the cover of the book 'Talent Is Overrated' by Geoff Colvin. The cover features a black background with a white silhouette of a person in a dynamic, athletic pose. The title 'Talent Is Overrated' is written in a large, white, serif font. Below the title, the subtitle reads 'What Really Separates World-Class Performers from Everybody Else'. The author's name, 'GEOFF COLVIN', is at the bottom. A small gold seal on the cover says 'A LIFETIME OF THE WALL STREET JOURNAL BESTSELLER'.

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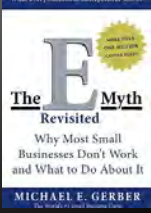
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YOU SHOULD ALSO

- WORK ON YOUR BUSINESS
- NOT JUST IN IT



The image shows the cover of the book 'The E Myth Revisited' by Michael E. Gerber. The cover has a white background with a large, stylized letter 'E' in the center. The title 'The E Myth Revisited' is written in a bold, black, sans-serif font. Below the title, the subtitle reads 'Why Most Small Businesses Don't Work and What to Do About It'. The author's name, 'MICHAEL E. GERBER', is at the bottom. A small gold seal on the cover says 'THE #1 BESTSELLING BUSINESS BOOK OF THE YEAR'.

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
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"LEARN HOW THE VERY BEST DO IT MAKE THEIR SYSTEMS YOUR OWN.  
THEN IMPROVE THEM"



-"CUSTOMERS FOR LIFE"  
CARL SEWELL

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336

BE CAREFUL!

DON'T THINK YOUR WINNING WHEN YOUR LOSING!



LIFE CAN DRAW YOU DOWN THIS PATH

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338

DON'T BECOME COMPLACENT!

CONSTANTLY REEVALUATE

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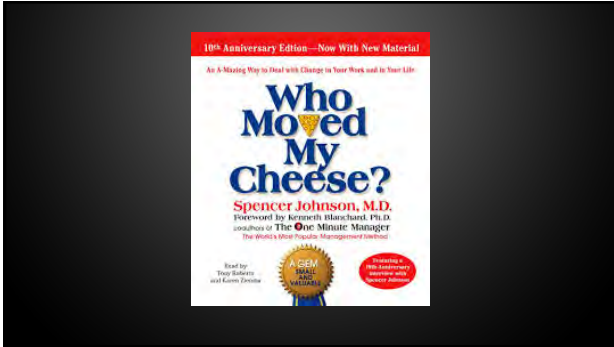
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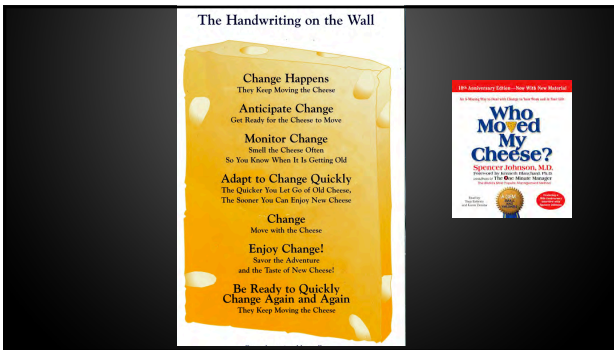
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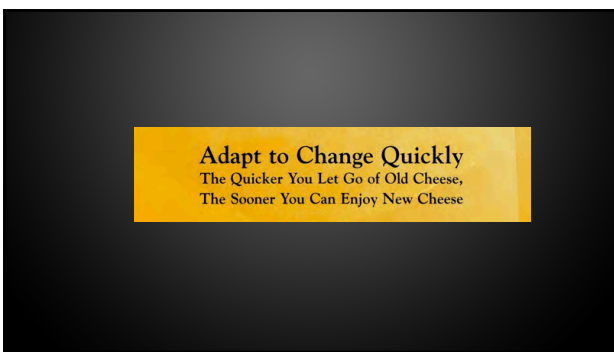
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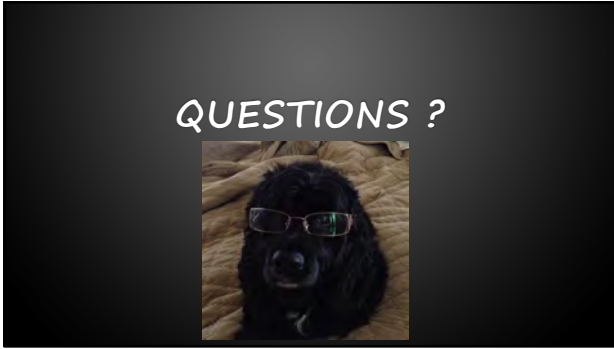
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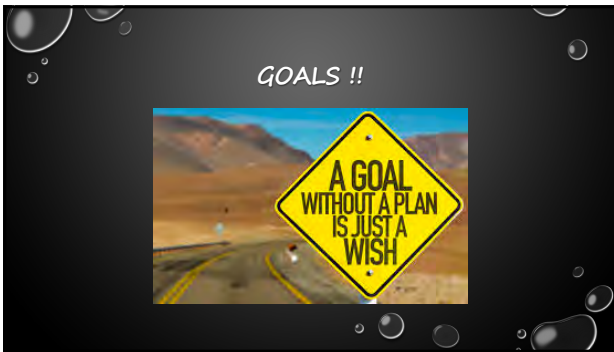
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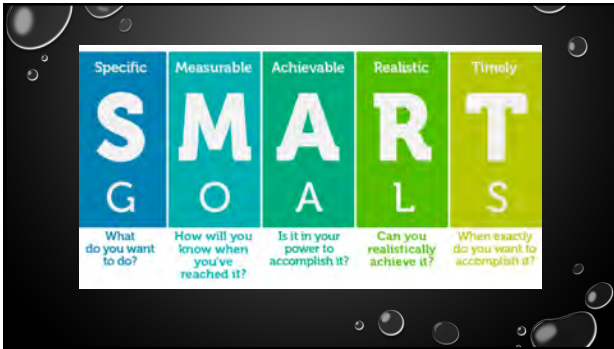
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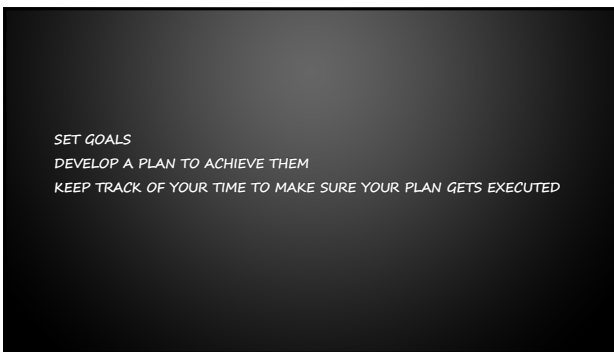
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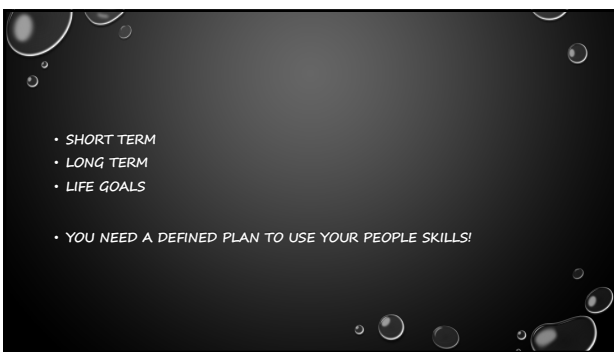
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• *SHORT-TERM GOALS CAN TYPICALLY BE ACHIEVED IN LESS THAN A YEAR*

• *WHEN LOOKING AT SHORT-TERM GOALS IN THE GOAL-PLANNING PROCESS, TRY TO THINK OF THEM AS "ENABLING GOALS" –AS SOON AS YOU COMPLETE THEM, YOU CAN MOVE FORWARD TOWARD ACHIEVING LONG-TERM GOALS.*

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*LONG-TERM GOALS ARE MORE EXTENSIVE AND WILL TAKE LONGER TO ACHIEVE (THINK "YEARS" VERSUS "A FEW COMMITTED MONTHS").*

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*LIFETIME GOALS ARE EXACTLY WHAT THEY SOUND LIKE – YOUR MOST IMPORTANT GOALS THAT YOU WANT TO ACCOMPLISH DURING YOUR LIFETIME.*

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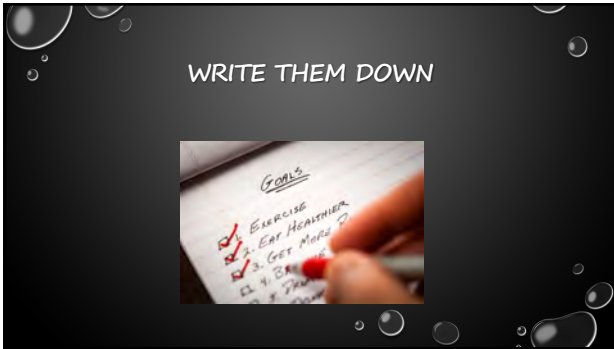
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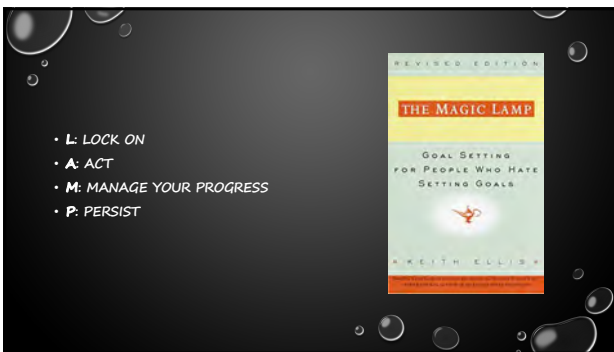
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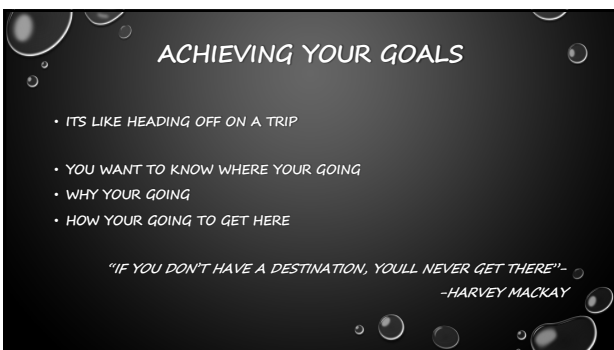
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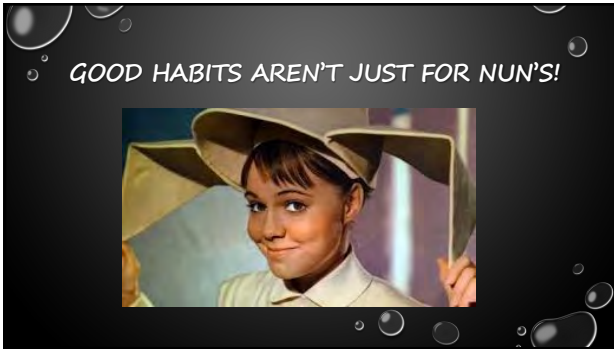
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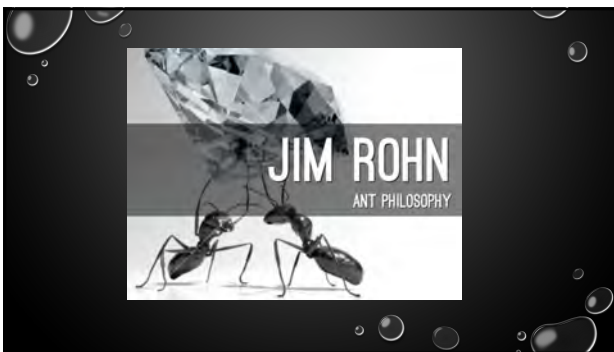
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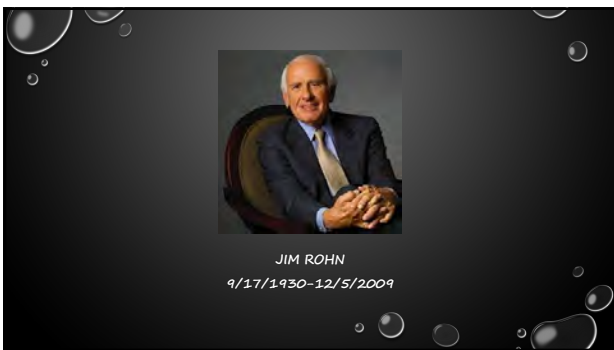
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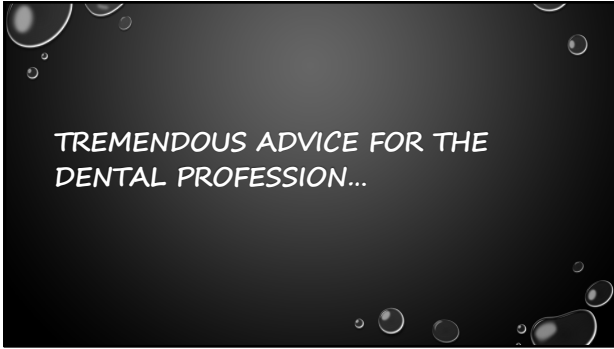
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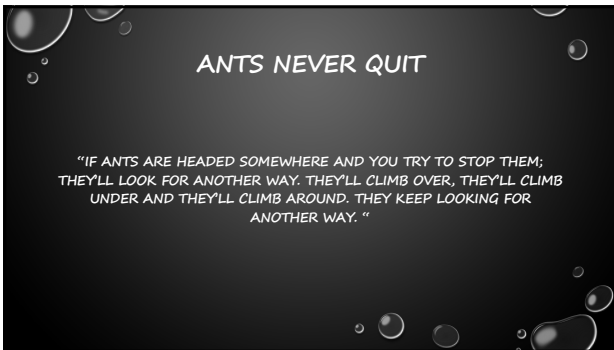
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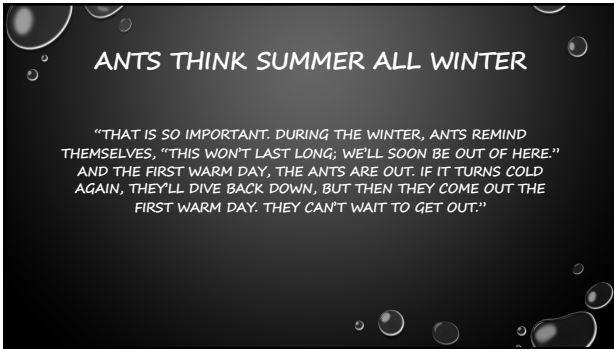
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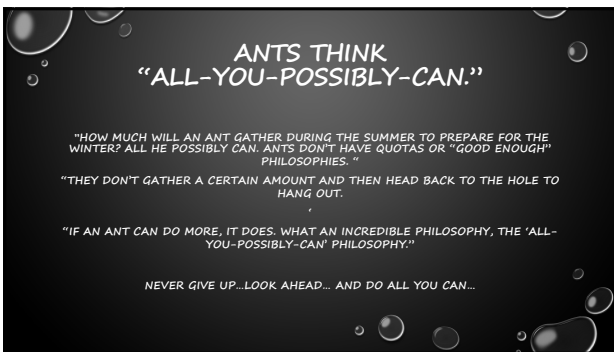
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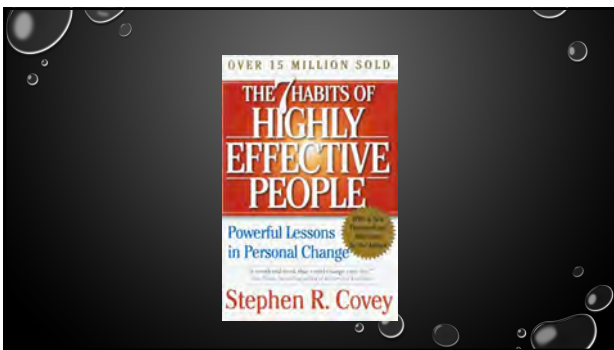
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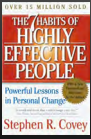
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"PARADIGMS ARE POWERFUL BECAUSE THEY CREATE THE LENS THROUGH WHICH WE SEE THE WORLD... IF YOU WANT SMALL CHANGES IN YOUR LIFE, WORK ON YOUR ATTITUDE. BUT IF YOU WANT BIG AND PRIMARY CHANGES, WORK ON YOUR PARADIGM."



-DR STEVEN COVEY

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WHAT IS A PARADIGM?

SIMPLY PUT ITS A WIDELY ACCEPTED EXAMPLE, BELIEF OR CONCEPT

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HABIT 1:  
BE PROACTIVE

THEY ACHIEVE EXTRAORDINARY RESULTS BY CONSISTENTLY EXECUTING THEIR RESOURCEFULNESS AND INITIATIVE TO BREAK THROUGH BARRIERS.

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**HABIT 2: BEGIN WITH THE END IN MIND**

THEY DEVELOP AN OUTCOME-ORIENTED MINDSET IN EVERY ACTIVITY THEY ENGAGE IN—PROJECTS, MEETINGS, PRESENTATIONS, CONTRIBUTIONS, ETC.

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**HABIT 3:  
PUT FIRST THINGS FIRST**

THEY ELIMINATE ENERGY AND TIME-WASTING TENDENCIES BY FOCUSING AND EXECUTING ON THE TEAM'S WILDLY IMPORTANT GOALS WITH A WEEKLY PLANNING CADENCE.

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**HABIT 4:  
THINK WIN-WIN**

THEY LEAD TEAMS THAT ARE MOTIVATED TO PERFORM SUPERBLY THROUGH A SHARED EXPECTATION AND ACCOUNTABILITY PROCESS.

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**HABIT 5:  
SEEK FIRST TO UNDERSTAND, THEN TO BE  
UNDERSTOOD**

THEY CREATE AN ATMOSPHERE OF HELPFUL GIVE-AND-TAKE BY TAKING THE TIME TO FULLY UNDERSTAND ISSUES, AND GIVE CANDID AND ACCURATE FEEDBACK.

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**HABIT 6:  
SYNERGIZE**

THEY DEMONSTRATE INNOVATIVE PROBLEM-SOLVING SKILLS BY SEEKING OUT DIFFERENCES AND NEW AND BETTER ALTERNATIVES.

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**HABIT 7:  
SHARPEN THE SAW**

THEY TAP INTO THE HIGHEST AND BEST CONTRIBUTION OF EVERYONE ON A TEAM BY UNLOCKING THE TOTAL STRENGTH, PASSION, CAPABILITY, AND SPIRIT OF EACH INDIVIDUAL.

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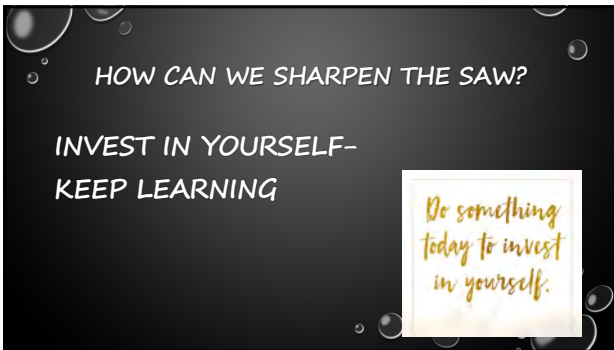
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## CONSIDER A COACH

ATHLETES HAVE THEM  
AT MINIMUM SEEK ROLE MODELS  
DON'T REINVENT THE WHEEL







ANY DENTIST CAN ACHIEVE FINANCIAL FREEDOM WITH DISCIPLINE AND THE RIGHT MINDSET.



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## HONE YOUR PEOPLE SKILLS !

READ! READ! READ!  
BUSINESS BOOKS  
SALES BOOKS  
MARKETING BOOKS  
MOTIVATIONAL BOOKS



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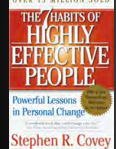

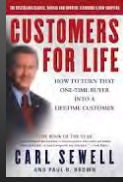
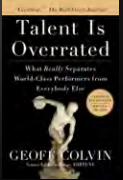
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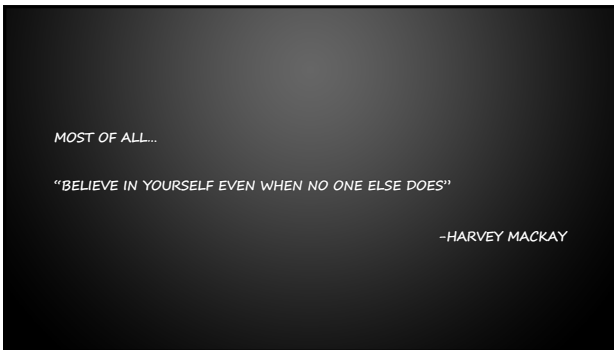
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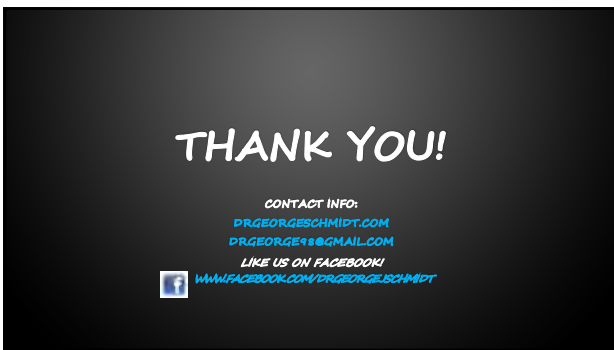
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