

The dental industry is changing.

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## INEFFECTIVE MARKETING IS NO LONGER AN OPTION

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Consider inviting Dental Branding to speak at your dental society meeting or study club.

### **A timely seminar, needed in a changing industry.**

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**Today's dental industry is changing.** An increased reliance on PPO's has resulted in reduced collections for the average practice. This decline in profitability and cash-flow has created an environment where many dentists are now willing to sell their practice and join the ever-growing corporate collective. In this new reality, dentists must see their marketing differently in order to survive as we move into the future. This seminar will focus on how to compete and thrive in this new dental economy by implementing strategic, comprehensive and sound marketing processes into your practice.

### **Why Dental Branding?**

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**Dental Branding seminars will correct the way dentists see marketing and act as the catalyst to effective long term growth.** These seminars are intended to correct years of bad marketing habits and replace them with principle-driven marketing strategies. Our goal is that dentists will leave the seminar empowered with the knowledge and understanding to implement a broad and effective marketing campaign and know how to avoid the mistakes that most practices make. These mistakes limit the effectiveness of each effort and lead to less effective patient attraction and bring in less than ideal patients. As dentists learn to market correctly, they will not only increase the number of new patients, but also attract patients that are worth more to their practice.

## What's covered:

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Depending on how much time we have, we'll cover all, or your choice of the following:

- 1. Mindset**— Many dentists approach marketing from an incorrect mindset. This leads to incorrect decisions. We'll talk about the current state of marketing in the dental industry and what is required to approach your marketing correctly.
- 2. Budgeting** — How much should you spend on marketing to reach your goals? We'll give you the tools to understand how goal based marketing budgets work. This also focuses on setting realistic expectations on your return on investment as well.
- 3. Messaging** — The quality and quantity of your patient base is a direct result of the message you deliver. How do you craft the right message? We'll show you what to do and not do in your messaging to ensure effective marketing.
- 4. Systems** — The key to long-term improvement is to focus on systems rather than tools. We'll talk about what makes a system work, identify the marketing systems within your practice and how to implement them.
- 5. Training** — Proper marketing training makes all the difference. We'll cover foundational training principles for referrals, case presentation, call conversion and patient experience training.
- 6. Tracking** — A commitment to correct tracking leads to control over the growth of your practice and confidence in your future. We'll talk about what to track, common mistakes and how to avoid them.

## Tailored to your audience

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We will tailor the seminar to fit your meeting. It can vary from one to three hours in length. For shorter seminars we let the audience prioritize the above topics to ensure we cover what is most important to them.

## Conclusion

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This is unlike any other marketing seminar. If you're tired of trying the same things in your marketing and getting the same results, it's time to shift your paradigm and see marketing from a correct perspective. Status quo marketing has failed the dental industry. This seminar is the antidote to the status quo.

# Testimonials

## Attendee Feedback

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"Your Presentation is appropriate and ethical. It will help dentists survive and practice the way they would like to practice. Great information needed by most dentists."

—Dr. M, Peoria, IL

"You have a great presentation that was honest. It helped us realize how if one marketing system isn't in place it can affect all our marketing efforts."

—Dr. D. Muskegon, MI

"The presentation was interesting and provided logical steps towards improving our marketing performance."

—Dr. B. Washington DC

"This seminar helped me to refocus my practice marketing. It simplified marketing and provided us with helpful tips."

—Dr. K, San Diego, CA

"Speaker was great, very informative and with great examples. The seminar has certainly opened my eyes on how the entire staff helps with marketing. It is not only one person's job. We will start to focus on the systems not the tools."

—Dr. E, Escondido, CA

## From Henry Schein

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"We look at Dental Branding as a marketing extension of Henry Schein. We have trusted Dental Branding for 10 years to represent our brand. In fact, Dental Branding is not only a contributor to our brand but helped us formulate it.

We actively promote Dental Branding seminars and encourage every dentist to attend. These seminars open dentists' eyes to how marketing works to drive customer activity and retention. Attendees come away with sound strategy concepts, rather than a solicitation to sign up for a cookie-cutter like tool.

In the current environment with accelerating consolidation, every practice needs to recognize its opportunity to be unique and to implement sound systems. This seminar identifies the current challenges and presents the correct solutions to succeed in today's dental industry."

—Eric Nuss, Director of Business Solutions, Henry Schein Dental

## Speakers guide

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Our speakers are well trained and proven. They are enjoyable to listen to and easy to understand.



**Douglas Sligting** - Douglas is the founder and CEO of Dental Branding. He has devoted more than 20 years to marketing and the past 10 he has focused exclusively on helping dentists compete and thrive as the dental industry changes. He loves working with the dental industry and has an invested desire to help dentists take control of their future. He has lectured on practice marketing for nearly 10 years. You will enjoy his passion.



**Britton Johnsen** - Britton is passionate about helping dentists take control of their growth and achieve their goals. As a Dental Branding Marketing Specialist, he is an expert in practice marketing and understands what is required to market a practice successfully in today's dental industry. He is a gifted speaker with an education and background in public speaking. Britton previously played professional basketball both in the NBA and in Europe.



**Mike Sieber** - Mike is a Marketing Specialist and manages the sales department at Dental Branding. He has over 15 years of experience in dental and medical health care and is an expert in practice marketing. Mike communicates correct marketing in a way that is easily understood and enjoyable. He devotes his time to helping dentists implement and understand the benefits of strategic marketing. He previously worked in the pharmaceutical industry.