



## SUNRISE DENTAL SOLUTIONS

### Case Acceptance Master Class Workshop February 3-4, Westin Fort Lauderdale

At the 2022 *Sunrise Dental Solutions* Summit in Orange County, California, the opening presentation identified three areas of the dental practice industry that will be affected most by a downturn in the economy: The hygiene schedule, the number of new patients entering the practice, and case acceptance. Practices that have high quality people implementing high quality systems in these three areas will not only be affected less but can benefit from the recession as they will be poised to take advantage of the separation in the marketplace between them and most dental practices less capable of responding to the new marketplace dynamics.

Also at the Summit, the husband-and-wife team, Drs. Bao-Tran Nguyen, and Nathan Jeal of *Fast Growth Practice*, gave a presentation titled, “How to Attract and Convert Today’s Dental Consumer”. I was so impressed with their fresh approach to increasing case acceptance, and the feedback I received that I asked them if they would do an expanded version of their case presentation and case closure course they have given to thousands of dentists and their teams to the SDS community.



Dr. Bao-Tran Nguyen

It has now been five years since our last team case acceptance and communication course in Dallas. Increasingly, those practice owners who attended that event have been requesting another one focused on a team-centered approach to case presentation and acceptance for them and their teams. The timing is right, the content is right, and the educators are right.



Dr. Nathan Jeal

And it’s the right place at the right time of the year. We have reserved February 3-4, 2023, for this 12-hour workshop at the Westin Fort Lauderdale. Given the nature of the material and its purpose, doctors are encouraged to attend with their core group of team leaders and treatment coordinators at the very least, if not their entire team. This will be an interactive learning event. Teams will leave motivated with an action plan to immediately implement systems to increase the value of every patient encounter.

Here's just some of what to expect:

- Using imagery to sell dentistry
- Creating and capitalizing on awareness
- Understanding how patients understand value
- Distinguishing the buyers from the non-buyers
- Guiding patients to make decisions based on outcome rather than price
- Using conversion questions to understand what patients will happily pay for
- Gaining patient's emotional buy-in to treatment outcomes
- Talking about money with confidence
- Using closing statements with confidence
- Applying the FGP sales formula: Awareness + Value + Financial Flexibility = SOLD
- Scripting for all scenarios: What to say, when to say it, why to say it, who to say it to
- Overcoming common objections
- Creating team buy-in to close high value cases
- Understanding the concept of dental practice as performance art with a case of characters



The tuition for twelve-hour event starting at 8am on Friday and ending at noon on Saturday is \$2,995/practice owner-doctor and \$595/team member, which includes associates. This includes breakfast both days and lunch on Friday.

Education, team building, and networking with other great teams, all in sunny, warm, south Florida in February. Register soon as room availability is limited due to the in-season demand for this location.

Name: _____
CC# _____
Signature _____
# Of Team Members Attending _____
# Of Associate Doctors Attending _____
Tuition Doctor/Owner: \$2,995.00
Team Member Rate: \$595.00
Associate Doctor Rate: \$595.00
Room Rate \$239.00 plus taxes