# 3-DAY VIP DENTAL MBA

# BECAUSE YOU PREFER SMOOTH SAILING



# PROGRAM CONTENTS OBJECTIVES

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1	COMMUNICATION & SALES
2	LEADERSHIP & TEAM BUILDING
3	FINANCIALS & KPI PERFORMANCE MANAGEMENT
PLUS	PRIVATE STRATEGIC SESSION WITH DR. ALLEN

# COMMUNICATION & SALES

99%

of dentists have no clue as how to communicate effectively with patients that is not only professional but also promotes and creates high value dentistry in the eyes of the patient.

Learn why mastering communication is the key in profitability and increased revenue in a dental business.

#### DAY 1

will learn what it takes to be in the top 1% of your field and it all starts with learning how to do a thorough comprehensive examination, diagnosis as well as mastering the communication skills so you can convey to patients your recommended treatment plan. This training is unlike any other trainings that you may have attended as it will give you all of the necessary communication skills that you need to build trust with your patients. You will learn how not to sell dentistry but help your patients decide on the dentistry they want through highly skilled levels of questioning during the clinical assessment phase.

The entire first day of VIP 3-Day Dental MBA, you

# Understanding the Patient's Buying Journey & the Master Sales Communication Cycle

- Learning the Importance of both Physical and Non-Physical Contact.
- The differences between traditional treatment plans taught in dental schools and the want based treatment planning.
- Identifying Emotional Turnoffs
- Building your Elevator Pitch Vocabulary for consistent communication including sample scripts.
- Learn the difference between features and benefits and how to use keywords that describes benefits when speaking to patients and also marketing campaigns

#### Clinical Assessment and Discovery

- Learning Handoffs and how to use them to promote patient safety, build trust and market services to patients.
- Learn the 4 general questions that we must ask
- · Learning about open and closed questions
- Building scripted questions for every clinical situation.
- A sample script will be provided for every popular procedure

#### Treatment Plan Presentation : Where, When, How?

- Learning when to present complex cases in relationship to the initial diagnosis.
- Understand why presenting in certain time of the day is not very suitable.
- Learn where to present and how the room where you present can affect your case acceptance.





#### DAY 1 Handling Patient Objections

- Identify the most common objections in dentistry.
- Learn how to differentiate between complaints and objections.
- Learn the key points in handling each objection.
- Learn how to handle each objection with sample scripts.
- Find out the biggest objection that dentists face when presenting treatments. Learn how to resolve each objection and get the patients to move ahead with treatment

### Closing ( Getting an Agreement with a Patient to Schedule Treatment Plan )

- Understand why patients expect us to ask for a closing question.
- Learn different closing techniques and which one should NEVER be used in dentistry.
- Learn how to get a patient committed to the treatment plan.
- Learn how to discourage No Shows, Cancellations.
- Learn how to collect up to 100% of the treatment fee in advance

#### **Increasing Transaction Value of Each Patient**

- Learn how to calculate the transaction value of each patient.
- Learn how to calculate the Lifetime Value of each patient.
- Learn the difference between Upselling, Cross-Selling, Bundling, Cross-Referral and Cross-Promotion.
- Learn scenarios that each option can be used in a dental office to increase sales volume





#### DAY 2 Leadership | Building a Practice that is not Dependent On the Founder

- Learn why leadership is important in building a successful dental team
- Learn how to assess your own leadership skills.
- Find out how you must develop your own leadership skills in order to attract and retain the best talent
- Learn why you cannot delegate the hiring of an employee unless the person who is in charge is a highly developed leader
- Learn how to bring a culture of accountability to your practice
- Find out what makes followers fall in love with you and how you must set examples
- Learn how to sell your idea and vision to your teamLearn why some leaders are more influential than others and how to influence others in your practice to carry out your vision
- Find out why leadership is a process and not a destination
- Learn the 5 levels of leadership that you can have with each individual employee and why you can quickly go back to the first level if not careful
- Learn the difference between delegation and empowerment
- Learn why people buy into you first as a leader before they buy into your vision
- Learn why momentum is the key to make you look good as a leader and how to create those momentums in your practice
- Learn how to grow your practice without your direct involvement
- Learn how to build a team that you NEVER have to go to the office without losing production





#### DAY 2 TEAM BUILDING | BUILDING TEAM OF SUPERSTARS

- Learn why teamwork is a process and why you need to learn the process both as a leader as well as a member of a team
- Be able to identify the distinct advantages of a team
- Understand the 3 reasons why some people are not good team players
- Learn how to handle someone when they think they are more important than the team
- Identify the 6 ways to build a unified team
- Recognize the signs when a team member is in the wrong position
- Learn the 3 things you need to place the right team member in the right position
- Find out the 3 questions that you must ask yourself before putting a team together
- Learn the 7 types of challenges and the team you must build to match to those challenges
- Recognize 4 ways to grow a teamLearn why the strength of your team is impacted by its weakest link Understand why you must train or trade your weakest link and how it can have negative impact on the rest of your team
- Be able to recognize the importance of having a go to person on each team
- Learn how to communicate the vision and direction for your team effectively
- Recognize the the 5 truths about attitude and how that can affect the teamLearn the 5 traits that team members must possess in order to stay accountable
- Recognize the price that each member of a winning team must pay in order to winLearn why each team must know where they stand and how they perform at all times
- Learn how to predict a winning team
- Recognize the importance communication among team members and 4 ways to do itLearn 10 ways to invest in your team

#### DAY 3

Finance, Reporting, Strategy & Expansion
Results Always Show Up in Numbers

## Understanding about Income Statement

- Learn how to take control of your practice finances by understanding the difference between a Balance Sheet, Profit & Loss Statement and Cash flow
- Learn about chart of accounts and common practice expenses as well as how to use benchmarking to monitor, plan and budget for your practice.

## Performance Management & KPI's & Monitoring

- Learn how to build a reporting dashboard to monitor your practice closely by understanding the essential reports.
- Learn how to measure the utilization rate of each dental chair
- Learn how to measure the utilization rate of each dental chair
- Learn how to monitor the performance of your practice using a balanced scorecard

## CLINIC EXPANSION MODELS & VALUATIONS

- Learn about the list of

   Intellectual Property documents
   that you would need to increase
   the valuation of your practice
- Learn the top 7 expansion models and the pros and cons of each expansion model when you are ready to exit.

# Business Plans & Corporate Strategies

- Learn how to do a simple business plan that you can review on regular basis and share it with your banker when applying for lines of credit or a loan for your practice
- Identify the strength of your practice and learn how to determine your competitive advantage using SWOT and VRIO framework
- Learn how to position yourself in the marketplace and how each position can affect the future sale of your dental practice





Dr. Allen Nazeri DDS MBA FICOI MICOI practiced cosmetic dentistry and an implant surgery for nearly 24 years before retiring from clinical dentistry in 2014. Since 2014, Dr. Allen's has been a full time dental business consultant helping dentists to develop, scale and exit from their businesses successfully. He serves dental clients across the globe through two offices based in Las Vegas and Bangkok. He is a graduate of Creighton University school of dentistry and has received his MBA from University of Bedfordshire, London, UK in the areas of Investment Banking, Private Equity as well as Mergers and Acquisitions.