

## Programme

08:15 – 09:00 - Registration

9:00 - 09:10 - Welcome by BDA President - Mr Peter Dyer

09:10 - 10.30 - Introductions and agenda

- What are the four stages of Ethical Sales & Communication Skills, what is needed to hear ayes more often
- What is the right type of patient
- How to deal with rejection if a patient says no
- The profile of a successful dentist and what the most important three attributes
- The importance of attitude in the dental team and how to develop a more positive attitude of success and accomplishment

10:30 break

10:50 - 12:30

- Discover the three best human relation strategies communication techniques on how to build incredible rapport with your patients and get them to like you instantly. How to develop life long relationships.
- Discover the biggest communication mistakes made by dentists and their teams in their communication.
- The importance of asking questions
- Discover a four step approach to uncover thousands of pounds worth of new opportunities in your consultations with new and existing patients

12:30 Lunch and trade stands

13:30 – 15:00

- Develop the most important attribute to becoming a world problem solver
- How to create a world class patient journey and the importance of the whole team in the process

15:00 - Break

15:30 – 16:45

- Discover the four types of personality styles of your patients and how to present treatment plans to each of them and how to have more patients saying yes.

16:45 – 17:00

- Take home from the whole day

## North of Scotland Branch

## A day with Ashley Latter:

Discover the secrets to Perfect Communication  
in your Dental Practice—It's Team Effect

Friday 13 October 2017

DoubleTree by Hilton Hotel Aberdeen Treetops,  
161 Springfield Rd, Aberdeen AB15 7AQ

Registration from 08:15

Lecture 09:00 —17:00

Evening Social/Dinner: 18:30

6  
Hours  
verifiable  
CPD



BDA Member £30 | Non-member £60

DCP /Hygientis/Therapist £30

Special offer book CPD & Dinner together for £10 saving

Dinner only £30pp

Offer closes 15 September, Bookings close 6 October

Local queries: [bdaaberdeen@gmail.com](mailto:bdaaberdeen@gmail.com) or

You can also follow us on Facebook

Standard BDA Cancellation terms apply

## Speaker: Ashley Latter



In 1997 two dentists took part on an Ethical Sales and Communication Programme in Manchester and from those two dentists, over 14,500 dentists and their team members have now taken this programme in 14 countries worldwide including USA, Australia, Canada, India and all over Europe.

Apart from the Ethical Sales and Communication course, Ashley delivers other programmes including The Advanced Ethical Sales and Communication Programme, Creating a World Class Patient Journey, Public Speaking Course for Beginners, A Reception Programme - How to Turn Telephone Enquiries into Appointments and his Life Skills Bootcamp which is a kids course where he teaches 16-24 year old skills to help them sell themselves better in interviews, develop extra self-confidence and a more positive attitude.

Ashley also works with a very forward thinking group of dentists and orthodontists on the Serious Players Club, which is an Entrepreneur group. Ashley is the author of several books including; Helping patients to say YES, Don't Wait for the Tooth Fairy - How to communicate effectively and create the Perfect Patient Journey and You are worth it - Communicate your fees with self-confidence and achieve the income your services deserve. He wrote a chapter in Dental Masters and has written and published hundreds of articles.

Ashley has delivered over 25,000 hours of business coaching to the dental industry all over the world. Simply, he is the best at empowering dentists and their teams to communicate with their patients, which results in a world class patient journey, more patients saying YES to treatment plans and increased profits for their practices. During the last 20 years, working with his clients and by tracking their results, he has helped them communicate and sell over £500m worth of extra dental treatment in an ethical way world-wide.

## Aims and Objectives

Develop World Class Communication Skills and Create a World Class Patient Journey Does any of this sound familiar?

- Would you like to have more of your private treatment plans accepted and be paid well for the work you do?
- Have you taken the Technical Course, but feel that you have not achieved a return on investment yet? Is the kit still in the box?
- Are you an NHS dentist, but would like to do more Private work?
- Do you work in the Hospitals and you want to be able to get your point across more clearly, concisely and with more confidence ?

If the answer is YES, then this is a MUST attend workshop. Ashley Latter will share proven ideas and concepts so that you can hear a YES more from your patients. Here are some of the Outcomes you will achieve by attending this workshop:

- Discover the importance of communication skills in Dentistry today whether you work in the NHS, Private Practice or in the hospitals
- Discover the **5 key biggest** communication mistakes made by dentists and their teams every day in their communication. Understand why patients don't take up our advice
- Discover the language that will help influence patients whether you are presenting a treatment plan or you want them to change a health behaviour
- Learn how to build instant rapport with patients and get them to like and trust you instantly
- Develop more self- confidence and develop a more positive attitude of success and accomplishment
- Discover the one major **secret** on why some Dentists are more successful than others
- Understand what the **8 proven** steps of the Ethical Sales Approach, so that more patients say yes to your treatment plans
- Discover the most important communication skill of them all; learn Ashley's unique questioning flow, so that you can create new opportunities both with new and existing patients. Great material for the whole team.
- Develop new skills and behaviours that will enable you to increase your treatment plan acceptance rate, in an ethical way
- Create a World Class Patient Journey in your Practice. Stand out from all other Practices
- Become an outstanding listener, listen to understand rather than listening to respond. Understand the main reason why some dentists are not great listeners
- Understand patients different personality styles, there are four and how to adopt to your behaviours with them.