

Ethical Principles of Persuasion for Dentistry



**Set the Stage to Decrease No Shows,
Increase Referrals & Case Acceptance**

Want to set the stage for patients to say YES?

- ✓ **Can we schedule your next crown appointment?**
- ✓ **Can we schedule your next cleaning?**
- ✓ **Will you refer your friends and family?**
- ✓ **Will you pay your bill today?**

The success of any business is measured by the team's ability to accomplish goals. Those goals are met by ethically persuading and inspiring others to share a vision and pursue a common purpose. We live in a world where those who are the most persuasive are the most prosperous. How successful we are in our professional and personal life depends on our ability to influence others.

After decades of rigorously-conducted, scientific, peer-reviewed, published research, it is accepted that influence **can** be taught and learned. Christopher Phelps, DMD, the **ONLY** Dentist in the world who is a Certified Trainer in the Cialdini Method of Influence, is pleased to share this interactive, fast-paced course tailored for dentists and their teams, addressing their distinct issues and challenges with patients, potential patients, staff, and even the competition. This unique course combines the science of influence with its profitable and ethical applications.

Based on data, research and science, these methods are reproducible and can be learned by anyone! Come hear how Dr. Phelps used these principles in his practices and learn the specific steps that can help you achieve the same results.

LEARNING OBJECTIVES:

- Recognize the science of influence vs. guesswork in predicting the actions of others
- Identify the principles used to build relationships with new patients
- Explore techniques to motivate a patient to take action
- Establish how to add more influence to your marketing program
- Learn how to reduce costly "no shows" crippling your schedule
- Understand the effective and ethical use of these principles in your practice
- Increase your case acceptance by using "Moments of Power"
- Learn how the Reciprocity principle can increase referrals
- Determine how to get more patients to pay today or by their first invoice
- Establish how to increase you and your team's case acceptance for any procedure in dentistry
- Discover how to turn your Hygienist from a technician to an Authority in the patient's eyes

"This is training that I've been waiting for all of my adult life! There is no fluff, no hype, no psychobabble, just the perfect combination of science and ethics."

—Blake L., Florida

Suggested Format: Full or Partial Day; Lecture, Workshop, Keynote

Suggested Audience: Dentist and Team



CHRISTOPHER PHELPS, DMD



(704) 964-9411 • Chris@DrPhelpsHelps.com • www.DrPhelpsHelps.com