

HIRING, TRAINING AND MENTORING ESSENTIALS

Nothing is more important in business than having a winning team. Learn how to hire and retain the team of your dreams. Learn how to grow your team with tried and tested mentoring strategies and increase your productivity in the process.

- Navigate the process of how to hire correctly.
- Learn how to choose the right associate for your business.
- Set up a fool proof training and mentoring plan.

THE SCALABLE DENTAL BUSINESS

Whether you are a new practice owner or an established one, it is vital in today's profession to have effective business strategies in place. For most dental practice owners, the aim of being in business is to grow and create greater profits. In this short course we will teach you four essential systems to scale your practice and expand the growth of your business. Join us to learn all the latest business skills and technology to assist you in growing your dental empire!

You will master four key areas:

- Production: Achieving targets, budgets and managing by numbers.
- Patients: How to attract and retain your patients and offer them treatment that meets their needs.
- Processes: Implementation of tried and tested systems and processes to run your practice effortlessly.
- People: How to hire, train and retain the perfect team.

Momentum has developed unique software that supplements and supports each area of your business as outlined above. Learn how these systems will streamline your business and ensure it is exceptional for years to come.

REGISTER ONLINE FOR SHORT COURSES AT:

www.momentummanagement.com.au

or contact us on **1300 519 000**

If you have any queries please email

events@momentummanagement.com.au

You will have the option to pay via credit card or a direct funds transfer. Please note credit card fees apply. Once payment has been completed you will be emailed the event confirmation and details. Our terms and conditions for ticket purchase are outlined on our website.

ONLINE COURSES 24/7

Join us for Momentum's essential Short Courses, presented to you in a flexible, accessible, pre-recorded online format. The available online courses here:

- The Exceptional Practice Manager
- The Exceptional Dentist - Case Presentation and Treatment Planning
- The Exceptional Chair Side Assistant
- The Exceptional Front Office Coordinator
- The Exceptional Marketing Manager

30 DAYS ACCESS TO YOUR COURSE:

Allowing your whole team to learn everything they need.

EARN CPD POINTS:

8 hours CPD for each full day course and 1 point per hour for online courses.



@managementmomentum



Momentum Practice Management



Dental Evolution

DENTAL COMMUNICATION PRACTICE MANAGEMENT TEAM TRAINING

 **momentum**
WE GET YOU GROWING.

SHORT COURSES

With more than 25 years of industry knowledge, we have made a difference in thousands of practices - Is yours next?



www.momentummanagement.com.au

HYGIENE/OHT ESSENTIALS

Discover how to transform your hygiene/therapy department into the heart of your practice. Learn how to wow your patients and keep them returning to your practice.

- Build trust and lasting relationships with your patient base.
- Enhance communication and education skills and motivate your patients to accept treatment recommendations.

THE DENTAL BUSINESS MANAGER

You are the key person of influence at the practice. Gain tools to build and sustain business success. Learn clear and practical solutions for immediate implementation in your practice.

- Manage finances, budgets and KPI's.
- Effectively manage and motivate staff.
- Handle conflict.
- Efficiently manage schedules and workloads.
- Implement marketing campaigns.
- Lead and develop a strong team.

FRONT OFFICE ESSENTIALS

Set the tone for the practice as you lead office morale and production. Learn advanced phone skills, handling objections, methods to maximise bookings, increase appointment commitment as well as how to structure the ideal day.

- Advanced phone skills for converting new callers into patients.
- Methods to maximise bookings, handle emergencies, increase appointment commitment and prevent cancellations.
- Crucial conversation methods to handle objections and reduce conflict.
- Masterful communication skills to build patient loyalty.

REVVING UP YOUR PRACTICE WITH REFERRAL MARKETING

The word marketing means so much in today's business climate. How do you decide what is best for you and your practice? What will get you the best return on investment and what will actually get you results? At Momentum we believe in word of mouth as a primary source of new patients. This course will examine all the different ways you can make word of mouth and your reputation work for you to build your business.


You will learn:

- How to ask for referrals in a simple and non-pushy way.
- How to motivate your team to ask for referrals.
- Mastering asking for Google reviews and other digital WOM messages.
- How to create a referral network.
- Business to Business marketing.

HOW TO PRESENT COMPREHENSIVE DENTISTRY AND GET CASE ACCEPTANCE

Presentations without selling, strengthen patient relationships and improve dentist-patient etiquette. Build trust with your patients and create loyalty towards your practice by using relationship building techniques based on solid neuroscience.

- Communication mastery beyond scripted verbal skills.
- Ethical management of patients expectations, needs and wants.
- Planning and preparation for case presentation.
- How to present financial options to your patients without scaring them away.



***"You are capable.
You can do anything.
Momentum taught me that!"***

DENTAL ASSISTANT ESSENTIALS

Set up each day for success with a well-run morning meeting and support your dentist with engaging patient communication. Apply the fundamentals of four-handed dentistry and anticipate your dentist's every need.

- Be more than just a person who provides suction for patients.
- Run efficient sterilisation procedures.
- Build the practice's reputation for truly caring.

STRATEGIC MARKETING FOR COSMETIC DENTISTRY

Many people talk about creating a specialised niche market in dentistry. One of those specialised areas is cosmetic dentistry. Exceptional marketing for cosmetic dentistry is focussed on emotions. The patient is in emotional pain and we need to know the right way to deliver our message so that those in need will visit our practice and say yes to our treatment plans. This short course will focus on:

- How to attract the right patients for cosmetic dentistry.
- Website design for success.
- Social media strategies to build your brand.
- The art of video making to tell a story.

This course will enable you to become a 'stand out' cosmetic dentist in your area.