

THE MGE

COMMUNICATION

& SALES SEMINARS

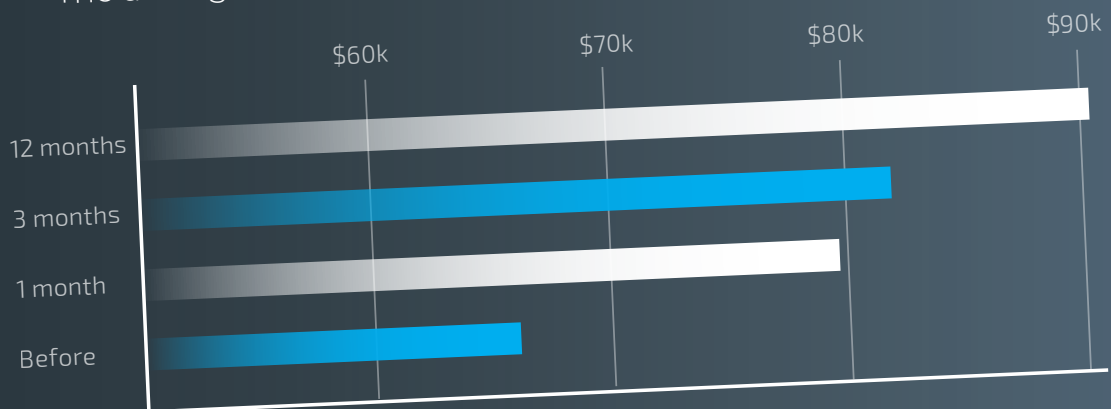


MGE management experts

WOULD YOU SPEND
9 DAYS TRAINING
TO MAKE AN EXTRA
\$290,000 PER YEAR
FOR THE REST OF YOUR CAREER?

Real Seminar Results

The average increase after 1 month is... **20% (\$13,796)** per month
The average increase after 3 months is... **24% (\$16,000)** per month
The average increase after 12 months is... **36% (\$24,448)** per month



IF THE ANSWER IS YES,
SIGN UP TODAY!

CALL **(800) 640-1140** FOR MORE
INFORMATION OR TO REGISTER!

THE **MGE COMMUNICATION & SALES SEMINARS** ARE A SERIES OF **3 SEMINARS** THAT TOTAL 9 DAYS.

The seminars can be done either **in-person** at our St. Petersburg, FL training facility, or **online via livestream**.

What will you learn at these seminars? Here are a few of the highlights:

- ✔ How to address and overcome patients' questions or concerns about treatment
- ✔ How to help the patient go beyond "just what the insurance covers" when they need further treatment
- ✔ Working enough time into the schedule for case presentations and consultations
- ✔ Uncovering the true barrier to accepting treatment (it's usually not actually the money)
- ✔ Presenting treatment options so that the patient opts for the ideal treatment plan
- ✔ Evaluating where the patient is at in the sales process and what you need to do to get them closed doing the full treatment they need
- ✔ How the whole team can contribute to case acceptance and treatment plan completions
- ✔ The best way to do the "hand off" from the Doctor to the Financial/Treatment Coordinator
- ✔ Tools to communicate effectively with patients and team members
- ✔ And MUCH more!



*"Just what we learned at the first ABC seminar made a HUGE difference; patients just started accepting more treatment! **Within three months, collections had gone up from \$60,000 to \$100,000 per month!**"*

– Aldo Espinosa, DDS



SEMINAR A

TAKING THE STRESS AND PRESSURE OUT OF THE SALES PROCESS

- ✔ **Who not to sell to:** While this may sound strange (learning who not to sell to at a sales seminar), this information is extremely powerful. We'll show you how to identify and handle what we call the "Problem Patient," in most cases before a bur ever touches a tooth. While some patients are easy to manage and others can be difficult, some (a small percentage) can create havoc in your practice and make your job seem unrewarding. The "Problem Patient" comes in all shapes and sizes and can be from any socioeconomic background. They all do however, share very specific characteristics which you'll learn at Seminar A.
- ✔ **"De-Stressing" Case presentations:** how to take the stress and discomfort out of the case presentation process, including the financial discussion (regardless of the size of the case): We'll show you how to stay focused and comfortable during the "sales process." You won't be afraid of or uncomfortable about selling (or the financial discussion) by applying this information.
- ✔ **Case Presentations – The Right Attitude:** Start off on the wrong foot and your case presentation can go south – very fast. What starts as a large treatment plan ends up with a patient "just doing what insurance pays," if anything. This can get so bad that some doctors don't even present a full treatment plan fearing that the patient will become upset. By maintaining the proper attitude and addressing the case with your patient the right way, you'll present, and patients will begin to accept full treatment plans – regardless of insurance coverage.

SEMINAR B

HOW TO CONNECT WITH ANY PATIENT AND HANDLE THEIR OBJECTIONS

- ✔ **Different Types of People (Patients):** People are different. We've all known that on some level all of our lives. But, if this is the case, how can you communicate effectively with anyone who walks through your door? Twenty percent of the patients who walk in are easy to handle. Twenty percent can be trouble (see Seminar A). This means sixty percent (the majority) may not be the easiest to manage – but they can all be turned into great patients. Learn how to identify, communicate with and manage different types of patients to turn them into long-term patients who follow through with treatment.
- ✔ **The Sales Process:** Everyone, we repeat, everyone goes through, in sequence, five very specific phases when buying a service or product. This may be fast or it may be slow. Chances are you've had patients on the cusp of going ahead with their treatment, only to give up and let them walk out the door. Find out how to identify these phases and which "phase" a patient is in while you're presenting a case. We'll also show you how to move them through this process and go ahead with treatment.
- ✔ **Objections:** Discover how to assist your patients to overcome barriers and objections to paying for and starting treatment.
- ✔ **The Source of Sales Failure:** Learn the source of sales failure (and how to avoid it).
- ✔ **Maintaining an Environment that Promotes Success:** One of the biggest problems with any seminar is the "high" afterwards followed by the eventual "sag" of non-application. We'll show you what causes this and how to avoid it, along with how to maintain an upbeat, professional, successful environment in your office that makes coming to work (for you and your staff) fun and productive.

SEMINAR C

HOW TO MOTIVATE YOUR PATIENTS TO WANT WHAT THEY NEED

- ✔ **Communication:** Communication is the cornerstone of human relations. It's also the most important component in the sales process. It also happens to be one of the most misunderstood subjects you can find anywhere! Find out what communication really is and how to truly "connect" with your patients (or anyone for that matter). Learn the formula to excellent, effective, professional communication – that gets results!
- ✔ **Treatment Options:** Options are a part of any treatment discussion with a patient. At the same time, we'd all prefer that patients accept the option that's best for both their clinical and personal situation. Find out how to discuss options so that patients select the one that best fits their situation – as opposed to the cheapest one available.
- ✔ **Patient Finances:** "I can't afford it," is a common enough objection. Especially in these more challenged economic times. However, in a majority of cases a patient will say this regardless of whether it's true or not. They will then turn around and buy something (like an expensive handbag) that doesn't positively impact their dental health. Many dentists find this quite frustrating. Learn how to handle the financial discussion with patients so that they make the best choice for their health.
- ✔ **Practice Income:** Learn the basic rule that determines practice income.
- ✔ **The Four Steps of Selling:** We present the four basic steps of presenting a treatment plan from start to finish. Ultimately, it's up to your patient to decide whether they're going to go through with a treatment plan. Using these steps, you'll be able to really "reach" your patients and get them truly motivated, resolute and committed (i.e., financially) about pursuing needed treatment.

BEFORE
SEMINARS:
\$24K/MO.

AFTER SEMINARS:
\$74K/MO.

"One month after completing the first seminar, our collections almost tripled!"

Overall, the **MGE Communication & Sales Seminars** made me more confident and my treatment presentations are far more efficient. I've definitely gained the ability and the confidence to communicate with all of my patients—for small and large treatment plans. And it's helped with more than just my patients; I'm also communicating better with my staff and even my husband and kids at home."

- Alla Dorfman, DDS
Tribeca, NY



Tim Lund, DDS

Belgrade, MT

"MY COLLECTIONS WENT UP FROM **\$45,000 TO \$105,000** PER MONTH—IN JUST ONE YEAR!"



TIM LUND, DDS
River Rock Dental Group

| | | |
|---------------|--------------------------|--|
| Before | \$540K ANNUAL REVENUE | Annual Collections Increase 133% |
| After | \$1.2M ANNUAL REVENUE | |

The first seminar spurred the largest increase in collections I'd ever had. I went from \$39,000 to \$136,000 in just one month! To be honest it was such a big jump that it brought on some new problems in terms of production, but as I've continued with MGE I've learned how to organize to deal with these issues.

With regards to communication it shed light on a number of things I'd been observing in my practice and with patients. It explained why in a number of cases I was hearing "no" or "I'll think about it," instead of "yes." More importantly it showed me what to do about this!

Before the seminars, I felt that I was a little above average in terms of case acceptance, but it was hard to quantify because I wasn't really tracking any statistics or percentages. If I had to put a number to it, I'd say about 80% of my patients would accept some form of treatment, but a good portion of them would only accept only part of their treatment plan, e.g. just what insurance would cover. I realize now that some of my case presentations had been "information overloads" —I was just rattling off too much information without getting them involved in the conversation. Now my case presentations are streamlined. I'm really on the same page with my patients, they participate, and even though the conversation is actually much shorter and simpler, their understanding is at an all time high and so is treatment acceptance!

ABC SEMINAR RESULTS



After the MGE Communication and Sales Seminars, our communication with patients improved in the sense that we knew what to say and do to address their objections to treatment. As a result, our treatment acceptance rate is much better, and **we went from averaging \$45,000 to \$70,000 per month!**

– NIRAV PATEL, DDS

70K

Collections per month!

Before: 45k



After the ABC seminars, I learned how to really get through to my patients and get them to accept the treatment they need. And in just a few months, **I increased monthly collections from \$20,000 to \$69,000—with no advertising or additional new patients!**

–SUMBUL NAQVI, DMD

69K

Collections per month!

Before: 20k



"I attended the MGE Communication & Sales Seminars and right away I saw a spike in Collections which jumped from a monthly average of \$25,000 to over \$40,000! **Since then I've continued to grow to an average of \$57,000 per month.**"

– PEGAH SALAMI, DDS

57K

Collections per month!

Before: 25k



"My first seminar, when I went back, it created a very huge impact. Prior to coming, I averaged less than \$40,000 a month. Well, just the first week back in the office, we collected an extra \$7,000 more above the average, and **it continued to improve from there to a monthly average of \$84,000!**"

– REYMARIE YABUT, DDS

84K

Collections per month!

Before: 40k



"After attending the MGE Communication & Sales Seminars I've seen collections rise steadily. We've gone up from about \$40,000 to \$75,000 per month, and **we recently topped \$90,000 in a single month for the first time.**"

– PRAMOD THOMAS, DDS

90K

Collections per month!

Before: 40k



"The MGE Communication & Sales Seminars gave me the tools to present treatment and communicate more easily and effectively to patients. I actually started to close bigger cases, and it felt great! Collections went from averaging \$50,000 to \$82,000 the month of my first seminar. **Since then, collections continued to rise and now we average \$95,000 per month!**"

– BRANDI HARRIS, DDS

95K

Collections per month!

Before: 50k



MARK DILL, DDS
Nooga Dentistry

"WE PUT ORGANIZATION INTO A CHAOTIC OFFICE WHILE GROWING **FROM \$125,000 TO \$200,000 PER MONTH!**"



| | |
|---------------|--|
| Before | \$1.5M <small>ANNUAL REVENUE</small> |
| After | \$2.4M <small>ANNUAL REVENUE</small> |

Annual Collections Increase
60%

DO THE MGE COMMUNICATION & SALES SEMINARS!

Increase your case acceptance and get more patients healthy!

CALL US TODAY AT
(800) 640-1140