Distinctive Dental Studio, Ltd. is Proud to Present  
(With Co-Sponsors Solution Reach and Lending Club Patient Solutions)  
2 Hours of Practice Building Continuing Education...  

“Close the Performance Gap:  
TRIPLE the Conversion Rate of New Patient Phone Calls and  
GET THE APPOINTMENT!”

An Evening Dedicated to Your Practice and how it can triple the number of new patient calls it converts without investing a single extra dollar in marketing!

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**Wednesday, January 25th, 2017**  
6:00-6:30 Registration  
6:30-8:30 Program and Light Dinner (2 hrs. C.E.)  
NIU Naperville Conference Center  
Room #105  
1120 E. Diehl Road, Naperville, IL 60563  
$59 Doctor / $49 per Staff (staff is welcome and encouraged)  
* Reserve your seat(s) by contacting Lianna Vourazeris at 630.369.4600 or by emailing her at liannav@ddsltdlab.com *

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Guest Speaker Daniel A. Bobrow, MBA (Finance), MBA (Marketing) is President of PracticePerfection©, committed to helping teams master the art of first impressions. He is also AIM Dental Marketing’s Founder, and Executive Director of Climb for a Cause™ and the Smile Tree™. Mr. Bobrow lectures nationwide, including Chicago’s Midwinter Meeting, and has been published in Dental Economics, Dental Products Report, Dental Town, Dental Compare, and Dentistry Today (among others). He is author of the books Dentistry Marketing: Strategies, Tips & Secrets and The Art of First Impressions, and is Contributing Author of Powerful Practice II. Drawing upon over 25 years’ dental marketing and patient communication experience, Daniel feels effective call handling technique is critical to the growth of any dental practice.

**Specific Topics to be Addressed:**
The average team converts only 30% of new patient phone calls. CLOSE THE PERFORMANCE GAP and soon you’ll be converting 90%! Your potential patient’s first impression starts with their first phone call. Effective call handling technique is critical to the growth of any dental practice. You will learn tips and techniques for:

+ Establishing rapport, conveying empathy, and exuding enthusiasm and confidence  
+ The art and science of questioning and listening  
+ Emphasis is placed on handling “price shoppers”, insurance, and second opinion calls  
+ Crafting winning on-hold and outgoing messages  
+ Maximizing the value and impact of your telephone equipment  
+ Using the website as an appointment conversion tool  
+ Call monitoring technology that empowers teams to self-coach  
... and much more!