

Are you tired of...

- > Last Minute Cancellations and No-Shows?
- > Unplanned Holes in Your Schedule?
- > Patients Who Don't Respect the Value of Your Time?

The register now for:

“How to Reduce No-Shows & Last-Minute Cancellations”

Our best-selling seminar offers NEW SOLUTIONS & TECHNIQUES to solve these problems forever!

SESSION 26
Hamilton

NOVEMBER 13, 2009

SESSION 27
Ottawa

NOVEMBER 20, 2009

Register by

**October 13 for Hamilton
& October 20 for Ottawa**

SAVE \$100.00!

Group rates available!

“Material was presented from a new and interesting perspective, dealing with positive psychology.”

Dr. Howard Black, Waterloo

“Effective, excellent presentation.”

Dr. Sharib Mandoor, Toronto

“Entertaining and informative... I learned things I can take to my practice. Thank you.”

Dr. Sameer Syed, Calgary

“Positive solutions to chronic problems within dental practices.”

Rynnel Fischer, Business Coordinator, Ottawa

“Great ideas for working around difficult patients who cancel regularly.”

Mary McNulty, Administrator, Calgary

Contact Us Today:



ONLINE: www.marketingbreakthroughs.com

FAX: 613.721.3337



PHONE: Toll-free **1-877-721-3335**

**Reserve Your
Seat Now!**

Seats Sell Out Quickly!



MARKETING BREAKTHROUGHS INC.
We make mid-sized companies grow.

“How to Reduce No-Shows and Last-Minute Cancellations”

NEW SOLUTIONS & TECHNIQUES

A highly informative seminar for:

Dentists | Practice Managers | Receptionists | Treatment Coordinators | Dental Assistants

SEMINAR LEADER

Steve Klein, MBA, is President of **Marketing Breakthroughs Inc.**, one of Canada's most innovative marketing companies. He has marketed dental practices since 1997 and delivered courses on marketing and communications to more than 450 dental offices across Canada. Steve Klein's, "How to Reduce No-Shows and Last-Minute Cancellations" seminar was the cover story in the July 2005 issue of *Ontario Dentist*. His latest article, "Overcoming Dental Phobia: A Marketer's Perspective" can be found in the March 2008 issue. These are the 26th and 27th sessions of our best selling seminars.

What You Will Get:

- A simple **9-step formula** to share with your colleagues;
- Proven techniques to **overcome patient "excuses"**;
- Our **60-page workbook** and course completion certificate;
- Practical role playing exercises to **improve your telephone skills**;
- Examples of high-impact signs and letters to **promote your new policies**;
- **Continental breakfast, lunch & refreshments included.**

What You Will Learn:

- 21 reasons why patients cancel and effective strategies to overcome them;
- How to build a cancellation and no-show policy that really works;
- How to motivate patients to respect the value of your time and reward them for keeping their appointments;
- What to do and say when patients cancel;
- 10 ways to successfully communicate your policies to both new and long-term patients;
- How to dramatically improve your appointment confirmation system;
- What to do when patients continually forget their appointments;
- How to effectively advertise your new policies throughout your practice;
- How to successfully set goals and improve "on time" performance;
- How to deal with the habitual "canceller".

Hamilton:

NOVEMBER 13, 2009

9:30 A.M. to 4:30 P.M.

Staybridge Suites

118 Market Street

Ottawa:

NOVEMBER 20, 2009

9:30 A.M. to 4:30 P.M.

Capital Hill Hotel and Suites

88 Albert Street

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INCLUDES
BONUS
MATERIAL:

“SECRETS TO MAKING
YOUR APPOINTMENT
REMINDER CALLS REALLY WORK”



MARKETING BREAKTHROUGHS INC.
We make mid-sized companies grow.

Seminar Fax Registration Form

IT'S EASY: SIMPLY PRINT AND FAX THIS FORM TO 613-721-3337

“How to Reduce No-Shows and Last-Minute Cancellations” NEW SOLUTIONS & TECHNIQUES

Name: _____ Dr. Mr. Ms. Mrs. (circle one)

Title: _____ Practice: _____

Address: _____

City: _____ Postal Code: _____

Phone: _____ Fax: _____

Additional Seminar Participants:

Name 2: _____ Dr. Mr. Ms. Mrs. (circle one)

Title 2: _____ Practice: _____

Name 3: _____ Dr. Mr. Ms. Mrs. (circle one)

Title 3: _____ Practice: _____

EARLY BIRD SPECIAL: REGISTER BY OCT 13 FOR HAMILTON, OCT 20 FOR OTTAWA & SAVE!

Early Bird Seats** (on or before Oct 13 for Hamilton, Oct 20 for Ottawa, 2009) / Check One:

- Early Bird One seat only. **SAVE \$100!** \$399.99 + (GST) = \$419.99
- Early Bird two to four seats. **SAVE \$150 PER TICKET!** ____ (please specify) x \$349.99 = \$ _____ + (GST) = \$ _____
- Early Bird five or more seats. **SAVE \$200 PER TICKET!** ____ (please specify) x \$299.99 = \$ _____ + (GST) = \$ _____

** Continental breakfast, lunch & materials included in the ticket price.

Seats** (after Oct 13 for Hamilton, Oct 20 for Ottawa, 2009) / Check One:

- One seat only: \$499.99 + (GST) = \$524.99
- Two to four seats. **SAVE \$100 PER TICKET** ____ (please specify) x \$449.99 = \$ _____ + (GST) = \$ _____
- Five or more seats. **SAVE \$150 PER TICKET** ____ (please specify) x \$399.99 = \$ _____ + (GST) = \$ _____

** Continental breakfast, lunch & materials included in the ticket price.

Method of Payment: VISA or MASTERCARD

Cardholder Name: _____ Card #: _____

Expiry Date: _____ Signature of Cardholder: _____

We require full payment before November 2, 2009; to secure your seat for the “How to Reduce No-Shows and Last Minute Cancellations” seminar. Your invoice is this fax form and no other will be issued.

Cancellation Policy: We will gladly accept a substitution should you register and not be able to attend. Regretfully, refunds will not be issued for cancellations received after November 2, 2009; cancellations prior to this date will be subject to a 25% cancellation fee.

Acknowledgment: By submitting this form I acknowledge that I have read and agree to the registration information and conditions above.

Hamilton: FRIDAY, NOVEMBER 13, 2009 (9:30 A.M. TO 4:30 P.M.)
Staybridge Suites
118 Market Street

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