



What actual attendees have to say...

"Excellent presentation. What a great opportunity to use one's skills to their fullest potential. I see this program as a way for my personal income to increase while giving me more free time. I will be able to use all my skills for the better of the patient and the practice - My practice! Thanks."

- Ms. Tracy Florio, RDH,
Dr. Jay Shartzler's Practice, Ft. Myers, FL

"Very informative. Love the open-ended way of acquiring information from patients and the phrases to give the patients ownership for what they want."

- Ms. Kathy Kraynik, RDH
Drs. Camm & Golian's Practice, Brunswick, OH

"I have been to other seminars that were okay, but The Coaching Program's seminar is outstanding and easy to understand. Everything is clear. You walk away thinking, 'I can do this.'"

- Ms. Stephanie McGinnis, Dental Assistant
Dr. Monte McCourt's Practice, Mooresville, NC

"Excellent! I'm excited to be a dentist again. I can't wait to get started on the way to getting the practice I want. The down to earth, realistic approach is easy to embrace."

- Dr. David Dzuban, Pittsburgh, PA

For more information about how this and other Coaching Programs can help your practice achieve its ultimate success, please call 1-800-866-0655 or go to www.dentalcoach.com

"The Breakthrough Seminar helped me understand how every move that is made from front office to operator is critical to optimal success. I'm not just an administrative person in the practice formula, I'm a part of the whole practice formula; it's all about a team- teamwork."

- Ms. Samantha McGee, Administrative Coordinator,
Dr. Joe Grubler, Wheeling, WV

"I was extremely impressed with this seminar. What I learned here really added to what I knew before and takes us a step further. It was a great seminar!"

- Ms. Tracy Bowers, Assistant,
Drs. Luanne and Jimmie Anderson's Practice,
Salisbury, NC

"Most practical seminar I have attended on the business side of dentistry. Your presentation style is very 'down to earth' and easy to grasp. You made effective use of our time."

- Ms. Ginger Kibler
Dr. Chris Kibler's Practice, Charlotte, NC

"I want to thank you for an interesting, informative, and reassuring program. I will admit that I came to the meeting with a fair amount of skepticism and trepidation. At this point in my life, reducing stress is my first goal. Your program will do that. Thank you, thank you, thank you!"

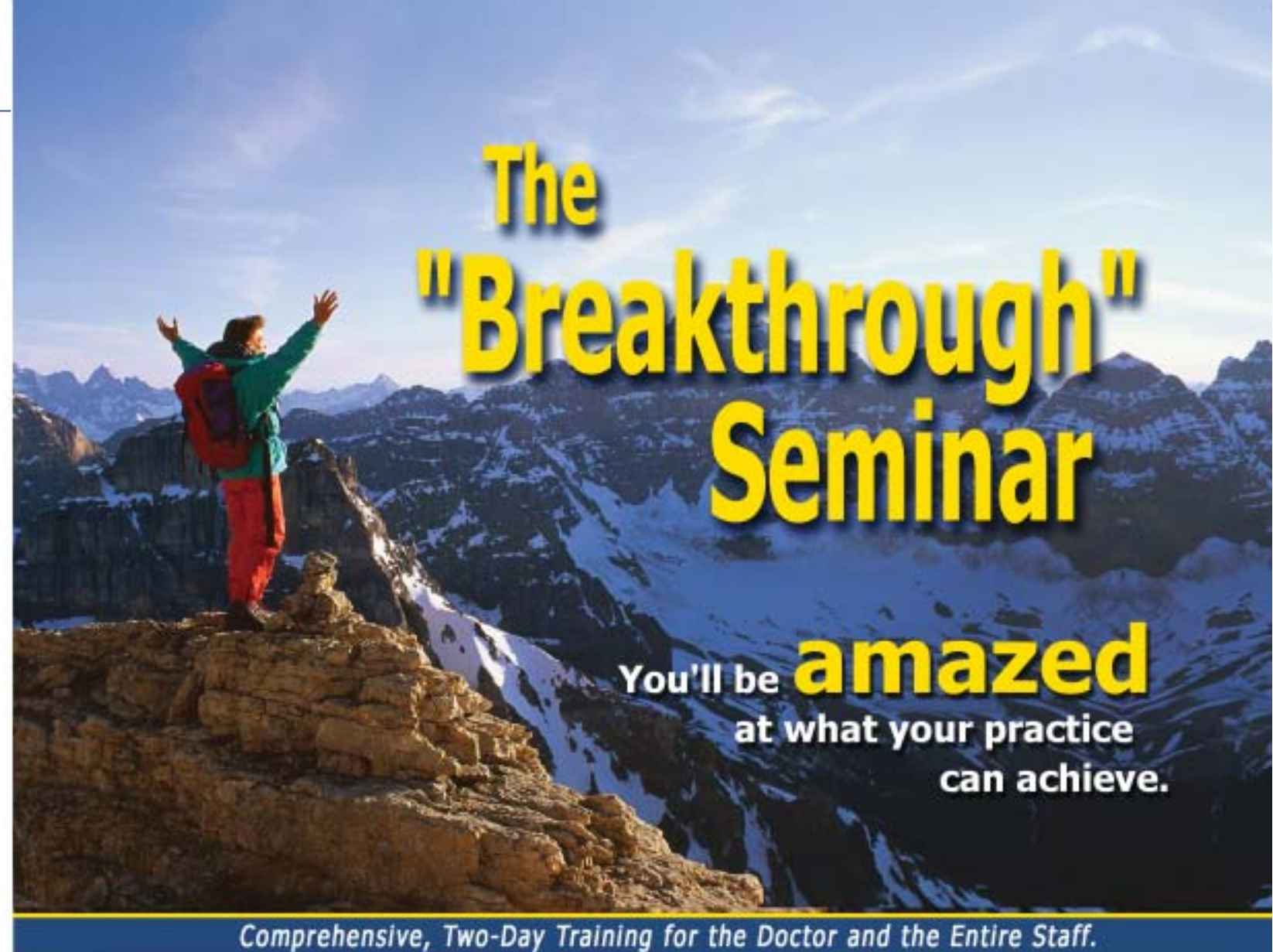
- Ms. Denise Marie Hoitenga, RDH
Drs. Benson & Bateh's Practice, Atlanta, GA

"Great information! This is a wonderful opportunity to have all the staff on the same page, all working collectively."

- Ms. Lisa Simpson, Administrative Coordinator
Dr. Dave Lee's Practice, Fayetteville, GA

"I want to thank you for the excellent results due to this program. Our patients are more satisfied, we are less stressed, and even better, profits have gone up."

- Dr. Hugh Flax,
Accredited Member AACD, Atlanta, GA



Comprehensive, Two-Day Training for the Doctor and the Entire Staff.

Right After the Breakthrough Seminar:

"This is exactly what I'd prayed it would be! My entire staff is excited." - Dr. Hank VanHala, North Canton, OH

One Year Later:

"Since attending the Breakthrough Seminar, our practice has amazed all of us. We now are getting much better case acceptance, we are far better organized, and we are a more well oiled machine than before. We had by all standards a successful practice with a very good staff before we attended the 'Breakthrough Seminar'. By implementing what we learned from the seminar, our practice has become much more successful, we are doing more comprehensive treatment for our patients, the patients are happier, we're getting more time off and our income (everyone's- Dr. and Staff) has gone up. We surprised ourselves at the progress we were able to make thanks to the guidance from Dr. Willis. If you feel your practice has room for improvement, by all means get this valuable information as soon as possible. You'll be more than glad you did." - Dr. Hank VanHala



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Join us for these two days.

It will be the best investment you've ever made to...

"The 'Breakthrough Seminar' has been dynamic! Without a doubt, this seminar is the most informative, enlightening, and logical program I've ever attended.

Dr. Willis' presentation was laced with excitement, enthusiasm and humor and the information was loaded with logic.

He answered questions in a most considerate and informative manner."

- Ms. Susan Minchew, Dental Assistant Dr. Bill Hall's Practice, Macon, GA

"The measure of success is not whether you have dealt with tough problems, but whether it is the same problem you dealt with last year."

- John Foster Dulles

Comprehensive Doctor and Staff Training Seminar

"Coming together is a beginning, staying together is progress, and working together is success."

- Henry Ford

The "BREAKTHROUGH" SEMINAR

At this comprehensive training the Doctor and the entire Staff will learn:

- Which key systems you must have in place every day and better yet, how to properly implement those systems for consistent, outstanding results.
• What you and your staff must consistently do to increase case acceptance.
• What Doctors and their staff members do every day that prevents good patients from accepting high quality treatment and how to change that beginning next week.
• The three key questions that will get you paid for the work you do.
• How to create more time off for everyone while increasing everyone's compensation.
• What specifically to do to collect your existing accounts receivable balance and to reduce accounts receivable in the future.
• Which widely held inaccurate beliefs are actually preventing you and your staff from reaching your potential.
• What you need to do that will lower your overhead and reduce financial stress.
• The real reasons you may be missing lunch and leaving later all the time, and how you can reverse this trend.
• Specific structure for scheduling more productive and less stressful days.

DOCTORS - REGISTER your practice to attend the next BREAKTHROUGH SEMINAR today. Stop working on problems and start working on the opportunities in your practice. Just fill out the enclosed registration form and fax or send to insure your place.

"My staff and I laid out the groundwork of setting common goals and creating simplified user-friendly systems for the practice.

For the first time ever, my staff has gotten a "piece of the action" for two straight months. Thanks again!"

- Dr. Hugh Flax, Accredited Member AACD, Atlanta, GA

- Increase Your Case Acceptance Right Away
• Schedule More Productively and Predictably
• Learn What to Do to Reduce Your Overhead
• Staff Training- Get Everyone on the Same Page
• Control Your Practice Instead of It Controlling You
• Decrease Dependence of Insurance and its Hassles
• Know What to Do to Get Your Practice to the "Next Level"

Discovering the proper and most effective ways to get the best results for dental practices is something that eludes most dentists their entire career.

Even those who achieve success often fall short of their full potential because they waste years trying to learn the secrets that this program uncovers.

These keys and secrets have made our clients prosperous and allowed them to pursue the things they most enjoy.

Don't take our word for it, see the back cover to hear what actual attendees have to say...

- How to have a very satisfied staff that enthusiastically supports your practice goals.
• What you must do to have more of your patients choose to spend their discretionary income on dentistry rather than on cars, trips or audio systems.
• How to reduce the dependence on insurance restrictions and the headaches of dealing with insurance.
• How to select financial arrangements for your practice and how to present them to your patients, to make ideal, lifetime dentistry more affordable and to further increase case acceptance.
• Maximize the value of your staff's hard work by providing a proven framework and integrated systems with which to measure their contributions to your practice's success.

