



Marketing is NOT an Event

... It's an Attitude!



Are you meeting your new patient goals? Are you spending a fortune on marketing with little return on your investment? Would you describe the service level in your practice as five-star?

Ten years ago, Dr. Brown started a dental practice at ground level with zero patients. This course focuses on the techniques she utilized to **internally and externally market** her practice and patient services, **growing the practice** into the top 10% of dental practices in the nation. You will leave this seminar with the tools needed to effectively market your practice and services.

COURSE OBJECTIVES:

- ◆ Top Ways to Market Internally
- ◆ Top Ways to Market Externally
- ◆ What is SEO & ROI?
- ◆ Connect Instantly with New Patients
- ◆ Create Effective Patient Communication Tools
- ◆ Increase your "Google Juice"
- ◆ Effectively Track Patient Treatment

"Dr. Brown's energetic & informative program helped propel my sales associates to the next level. They are now ahead of other regions because of the knowledge they gained from her program."

~ K. George
Branch Manager, Patterson Dental



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MARKETING