

# DTI'S COMPLIMENTARY Practice Management Webinar Series

Presented by Becky Vasquez with Guest Presenter, Dennis Vasquez

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## Becky Vasquez

- Founder / President and Director of Marketing of Becden, A DTI Laboratory
- Lecturer Trainer and Practice Management Consultant

“For over 40 years, Becky has been active in the dental profession, in clinical and business management positions, as well as international lecturing and consulting in Dental Practice Management.”

March 9, 2010 / 5:30PM PT

### **REFUSE TO ENGAGE IN A RECESSION:**

How mental toughness, impeccable customer service, and the use of effective sales presentations can grow your business during challenging, economic times.

April 6, 2010 / 5:30PM PT

### **VISION AND GOAL SETTING:**

How to create organizational clarity; thematic and strategic goals; and tracking metrics, then share them with your team so everyone knows where your “bus” is going.

April 20, 2010 / 5:30PM PT

### **LEADERSHIP, DIVISION OF DUTIES, TEAMWORK, AND COMMUNICATION:**

Increase morale and productivity through clearly defined responsibilities, authority, and accountability, and reap the benefits of cohesive teamwork based on “no one is as smart as all of us together”.

May 11, 2010 / 5:30PM PT

### **PREDICTABLE, EFFECTIVE PATIENT CARE SYSTEMS:**

Learn proven systems, from the initial phone call through completion of treatment and ongoing recare, to create patients who are loyal to your practice, accept your treatment recommendations, and refer others; the building blocks for business success.

June 1, 2010 / 5:30PM PT

### **INCREASE COSMETIC DENTISTRY WITHIN YOUR GENERAL PRACTICE:**

Grow your “practice within a practice” by utilizing emotional selling skills; reverse-pull marketing; powerful, visual consultations; and targeting the 80 million Baby Boomers who want to stay young.

June 22, 2010 / 5:30PM PT

### **EFFECTIVE LABORATORY COMMUNICATION FOR COSMETIC CASES:**

Learn tips from the laboratory perspective and Dennis Vasquez to achieve maximum aesthetics on your cosmetic cases, including product selection, photography; shade selection; preparation design; impression taking; temporization; and bonding.

July 13, 2010 / 5:30PM PT

### **CREATIVE INTERNAL AND EXTERNAL MARKETING STRATEGIES:**

Getting maximum exposure for your practice with minimal financial investments is simple, but not easy. Combine a strategic plan with a willingness to try new ideas and learn to attract “quality” new patients into your practice.

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