



*Sally McKenzie's*

# Management Seminars

Our Management Seminars are focused on “real world” practice management, packed full of proven concepts and practical systems that can be put into use right away. We address the management concerns of today. Our speakers have spoken to large and small audiences throughout the U. S. Our variety of dental management topics allow us to direct the subject matter to dentists only or the entire dental team. With over 30 years of helping dentists nationwide with their management concerns, our presentations are guaranteed to bring rave reviews from your audience.



Sally McKenzie, CEO

## Consider one of these timely topics for your next meeting!

### TURNING YOUR POTENTIAL INTO PRODUCTION

**WHO SHOULD ATTEND?** *Doctors and Team Members*

Participants will be able to:

- See where you may be leaking money for your systems
- Identify where you are prepared, and where you might be under performing
- Learn the symptoms of production fluctuation and how to correct it

### BUILDING THE IDEAL PRACTICE WITH YOUR DREAM TEAM

**WHO SHOULD ATTEND?** *Doctors and Team Members*

Participants will be able to:

- Take a team from good to great
- Learn how to define job descriptions and measure performance capability
- Improve the quality of hiring interviews and quickly identify the best candidates
- Clearly define what efficiency is and how to achieve it consistently

For more information or to schedule your next seminar, contact us at [seminars@mckenziemgmt.com](mailto:seminars@mckenziemgmt.com) • [www.mckenziemgmt.com](http://www.mckenziemgmt.com) • 877-777-6151

# LOST PATIENTS - MAXIMIZING PATIENT RETENTION

**WHO SHOULD ATTEND?** *Doctors and Team Members*

Participants will be able to:

- Understand why some patients do not return
- How operational systems can have an impact on service to patients
- Provide better customer service and communication to patients

# GOALS OF CASE PRESENTATION AND TREATMENT ACCEPTANCE

**WHO SHOULD ATTEND?** *Doctors and Team Members*

Participants will be able to:

- Learn the 9 steps to creating a perfect patient relationship
- Incorporate better listening skills that affect the firm commitment to treatment
- Understand how strengths, weakness, opportunities and threats affect the presentation process

# CREATING PREDICTABLE EMPLOYEE SUCCESS

**WHO SHOULD ATTEND?** *Doctors and Office Managers*

Participants will be able to:

- Choose the right employee through time tested recruitment protocol, testing procedures and interviewing techniques
- Understand which personality types best fit individual job descriptions
- Mathematically determine how much of a raise the practice can afford
- Measure job performance by job description

# STRAIGHT TALK ABOUT OVERHEAD ISSUES

**WHO SHOULD ATTEND?** *Doctors and Managers Only*

Participants will be able to:

- Avoid drowning in overhead
- Develop techniques that can be integrated into an action plan to bring you closer to the industry ideal of 55% overhead
- Gain the ability to control expenses that have been a potential impediment to starting or funding a retirement plan

Bringing your audience the most important trends, ideas and case studies from dental practices nationwide is our passion and our business for over 30 years. Allow us to bring these concepts to your dental colleagues to help them reach their best potential.

*Sally*