

# Orthodontic Receptionists' Workshop Booking Form

Please complete the following information and send to the address below, enclosing payment.

Single delegate rate <b>£229</b>	=	<input type="text" value="£"/>
Additional delegate(s) rate <b>£209</b> x <input type="text"/>	delegates =	<input type="text" value="£"/>
<b>TOTAL</b>		<input type="text" value="£"/>

Title..... Surname..... Forename.....

Position .....

Title..... Surname..... Forename.....

Position .....

Practice Name .....

Practice Address .....

Postcode ..... Telephone .....

Email.....

**Enquiries:** For any enquiries, changes to delegate information and special dietary needs please contact us on the numbers below.

**Venue:** For full details of the hotel and location please visit [www.RadissonEdwardian.com](http://www.RadissonEdwardian.com)

**Fees:** Course fees includes lunch and course documentation.

**Payment:** Cheques should be made payable to **Dynamic Perceptions Ltd** and sent to the address below. For international delegates, bank details will be provided upon request. On receipt, directions and course details will be provided, however, should these not be received, please make contact to confirm your reservation. Dynamic Perceptions Ltd will not be held liable for non-arrival of registration information. All invoices and registrations processes must be honoured in full unless cancellation has been received under the terms stated below.

**Cancellation:** Cancellations must be received on or before February 8th 2007 and will be subject to an administration charge of £90. Regrettably, no refund will be provided for cancellations after this date.

**Registration:** From 8.30am. The course begins promptly at 9.15am and concludes at 5.00pm.

**Accommodation:** If you require accommodation, please contact the hotel directly and quote Dynamic Perceptions and you will be given the special rate of £149 (BB double or twin).

**Please Note:** It may be necessary, for reasons beyond the control of the organisers, to make changes to guest speakers or the content and timing of the programme.



**dynamicperceptions**

Orthodontic Practice Management

The Gables • Market Square • Princes Risborough • Bucks • HP27 0AN • UK

**T** +44 (0)1844 275527 **M** +44 (0)7930 560661

**F** +44 (0)5600 753548 **E** [lina@orthodontic-management.com](mailto:lina@orthodontic-management.com)

[www.orthodontic-management.com](http://www.orthodontic-management.com)

Introducing the UK's first one day workshop specifically tailored for

# Orthodontic Receptionists

Learn how to deal with difficult people and situations, and master the art of making an **outstanding** first impression.

**22nd February 2007**

Radisson Edwardian Kenilworth Hotel, Bloomsbury Street, London

A patient-focussed, skilled, reception team provides the edge that will set your practice apart.

Don't just consider the kind of impression you want your customers to receive; **deliver it!**



**dynamicperceptions**

Orthodontic Practice Management

[www.orthodontic-management.com](http://www.orthodontic-management.com)

A fresh approach



As customers ourselves, we know how we respond to indifference, incompetence, or ignorance yet as business owners we fail to manage that impression for our most valued commodity – **our customers.**

***It is said that 68% of customers go elsewhere because the people they deal with are indifferent to their needs.***

You have probably invested literally tens of thousands of pounds on your environment, branding, and literature yet all this is totally wasted if the initial impression of a potential customer is mismanaged.

## Why should you attend this workshop?

Because a patient focussed, skilled reception service sets the tone for the practice's relationship with its patients and you want to guarantee that your team is setting the right tone.

## Who should attend?

You may call them administrators, receptionists, or the front office team but essentially, this course is ideal for those members of the team who meet, greet and manage the customer process from the first hello to the final satisfied goodbye.

# What you will learn...

### DEALING WITH DIFFICULT PEOPLE & SITUATIONS

#### Bright Ideas Training

- | Challenging notions around difficult people
- | Understanding the causes of difficult behaviour
- | Unlocking 'stuck' problems
- | Building better relationships
- | Developing your inner harmony
- | Reading facial expressions, unlocking negotiations and making effective requests

### THE POWER OF A POSITIVE FIRST IMPRESSION

#### Lina Craven

- | How are impressions made?
- | What makes a first impression good, bad or indifferent?
- | How to make the right first impression in person or via the phone

### DELIVERING THE EXPERIENCE THE CUSTOMER EXPECTS

#### Lina Craven

- | What is the ultimate customer experience?
- | What is the difference between the product and the service you provide?
- | What do people need and what do they want?



## Course Tutors

### Dynamic Perceptions

#### Lina Craven



Lina is the founder and senior consultant of **Dynamic Perceptions Ltd**, a management consultancy firm focussed upon assisting orthodontic practices and teams achieve unrivalled success. With over twenty years' experience, gained as a qualified Orthodontic Auxiliary, Treatment Coordinator and Practice Manager in the US, combined with a technical and perceptive awareness of the needs of the dental team and patients, Lina provides insightful advice that gets results. Her charismatic approach to creating a high-performance practice leaves an indelible mark on the team that transcends to the bottom line.

### Bright Ideas Training

#### Anthony Asquith



Anthony Asquith first became interested in hypnosis several years ago. Today as well as running a successful private hypnotherapy practice, he is a training facilitator with Bright Ideas Training Ltd teaching dental professionals how to maximize their effectiveness with anxious patients and difficult people. He especially enjoys working with the dental team showing them how to remain calm in their personal and professional lives.



### Andrew Cain



After graduating in Russian and French, Andrew Cain started his working life using new, engaging educational techniques to teach English in Japan and Belarus. He has been a hypnotherapist for over five years and is now using his educational experience to design interesting, enjoyable courses that teach practical emotional skills, which enables people to get the most out of their lives at work and at home.

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