



**Time to face your  
communication  
skills: Dr Michael  
Sernik is an expert in  
talking to patients.**

## **Learn to talk the talk with PrimeSpeak**

Beware the sales pitch in your practice  
and earn the trust of your patients.

Several wide-reaching studies have found that many dental patients often feel pressured into accepting expensive oral treatment recommended by their dentist, and report that communication with their dentist feels like a sales pitch. However, not surprisingly, most dentists maintain they merely outline the available treatment options to their patients. So where are they going wrong?

The answer lies in effective communication. Being able to talk openly and effectively with patients is an integral part of dentistry that is often sidelined in favour of clinical issues. The truth is, learned communication techniques such as preventative responses and negative proposals lead to a happier patient who is more willing to accept optimum treatment... without feeling they've been on the receiving end of a sales proposal.

Prime Practice has designed a new seminar series to train dentists in more effective, results-based communication in their business. PrimeSpeak1 is a three-day comprehensive course based on learning how to activate key psychological triggers that cause patients to choose optimum dental treatments, as well as providing benefits like referring friends and spreading word-of-mouth.

Dr Michael Sernik has spent more than 10 years teaching corporate leadership and effective communications around the world. His expertise in the PrimeSpeak seminar helps to create a happier, healthier dental practice full of patients who trust their dentist to provide the best oral health care.

Visit [www.primepractice.com.au](http://www.primepractice.com.au) for full program details, or call (02) 9327 3060 for an enrolment form. □