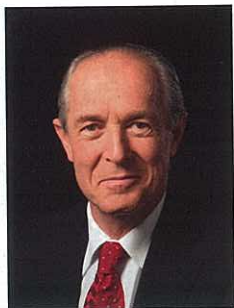


# PrimeSpeak sold out in USA

It could be our laconic nature, perhaps it's our fondness for straight talking but it seems they can't get enough of us overseas.

Due to the success of Prime Practice's PrimeSpeak 3-day Seminar in Australia and in the US, Dr Michael Sernik was invited to speak at the International Association of Comprehensive Aesthetics (IACA) conference in Orlando, Florida in early August.



Speaking to a crowded room of US dentists Dr Sernik's presentation was deemed a highlight, and has led to PrimeSpeak 3-day Seminars being sold out for the remainder of 2008 and much of 2009.

The PrimeSpeak 3-day seminar deals specifically with the New Patient Exam.

As dentistry has evolved, so has the range of treatment options available and the upper price range has risen steeply. Many dentists in North America seem to have come to the realisation that pushy sales techniques are being resisted by wary patients. Australian dentists generally have found that American style sales techniques are culturally inappropriate. PrimeSpeak has been a refreshing change for dentists who wish to influence patients and who never want to come across as having a sales agenda.

Typically, dentists today have many clinical skills that are underutilised. Many more patients would benefit from these treatments, but it is often challenging for the dentist to influence a patient to want treatment for chronic (painless!) dental disease.

Most communications courses help the dentist to handle patients' objections. PrimeSpeak gives the dentist a system that predictably prevents objections.

Most communications courses often teach variations of sales training skills. PrimeSpeak does not use traditional sales techniques. It is a very counter-intuitive, anti-sales system.

Most communications courses try to help the dentist get the patient to agree to treatment. PrimeSpeak will have the patient ask the dentist for comprehensive treatment.

Most communications courses help the dentist get a yes from the patient, however these systems will logically have some patients reject the dentist's recommendations.

PrimeSpeak will have the patient asking the dentist to say yes.

This course is ideal for dentists who want to do more high-end comprehensive, quality dentistry. It has attracted many prosthodontists, periodontists, implantologists and dentists who want to deliver comprehensive solutions for complex chronic conditions.

PrimeSpeak is held in Las Vegas three times a year and has historically been available in Sydney three times a year.

In 2009, for the first time, PrimeSpeak will be held once a year in Melbourne, Perth, Brisbane, Sydney, Adelaide and Auckland.

There's plenty of straight talking in the testimonials and you won't have to travel to the States to hear it. ♦

For more information see [www.primepractice.com.au](http://www.primepractice.com.au) and [www.primespeak.com](http://www.primespeak.com)