



PRIME PRACTICE

The Complete Package

Business Skills, Communication Tools and Exit Strategies



INTRO TO PRIMESPEAK

Duration

1 day

CPD

DPBV – Dental Practice Board of Victoria

Who should attend

- Dentists who want to take control of their practice

2010 Dates

Brisbane

Saturday 6 March

Auckland

Saturday 13 March

Sydney

Saturday 27 March

Adelaide

Saturday 17 April

Perth

Saturday 10 July

Melbourne

Saturday 31 July

For venue details, please visit our website at:
www.primepractice.com.au

YOU NEED THE COMPLETE PACKAGE TO RUN A SUCCESSFUL PRACTICE

At this one-day course we will provide information on what you need to consider in all aspects of your practice and dental career, including:

PrimeSpeak communications skills

- Elevate your communication skills so your patients ask you for the appropriate treatment for their conditions
- Learn some tools you can take back and implement as soon as you return to the practice

Business skills

- Having the right team can make or break your practice. Learn the importance of feedback and ways to retain your team through Prime's unique and effective bonus system.

A new business strategy

- Get an understanding of your options for exiting your practice, including phased selling, delayed selling and the option to **never sell your practice**, but continue to get a long term passive income from it.
- Learn the best ways to leverage off the business you have built up over your career.



Dr Michael Sernik and Dr Phillip Palmer are both world renowned and highly respected in the dental industry. Dr Michael Sernik created the PrimeSpeak system of communication for Dentists, which has created consistently sold out workshops in Australia, New Zealand and the United States. Dr Phillip Palmer is regarded as Australia's leading expert in the business of dentistry, having started Prime Practice over 13 years ago.

For more details visit www.primepractice.com.au
or call + 612 9327 3060



3 EASY WAYS TO REGISTER

1. **VISIT** www.primepractice.com.au. You can now book and pay online.
2. **FAX** the form below to +61 2 9327 5589.
3. **MAIL** the form to Level 1, 4-10 Bay St, Double Bay NSW, 2028.

10% EARLY BIRD DISCOUNT[^]

for registrations received at least 1 calendar month prior to course date

THE COMPLETE PACKAGE BUSINESS SKILLS, COMMUNICATION TOOLS AND EXIT PLANNING

COURSE COST \$550 + GST# includes lunch, refreshments and course documentation. All costs are in Australian Dollars.
TIME 8.30am - 5pm.
WHO Principal Dentists.

LOCATION PLEASE TICK <input checked="" type="checkbox"/>	COURSE COSTS PLEASE FILL IN
<input type="checkbox"/> Brisbane 6 Mar <input type="checkbox"/> Auckland 13 Mar <input type="checkbox"/> Sydney 27 Mar <input type="checkbox"/> Adelaide 17 Apr <input type="checkbox"/> Perth 10 July <input type="checkbox"/> Melbourne 31 July	NUMBER OF ATTENDEES _____ x \$550 per person = \$ _____
	LESS DISCOUNT A or B only <input type="checkbox"/> A. 10% Early Bird [^] 10% = \$ _____ <input type="checkbox"/> B. Promotion code ⁺ : _____ \$ _____
	SUBTOTAL (ex GST) = \$ _____
	10% GST = \$ _____
	TOTAL (incl GST) AUD = \$ _____

ATTENDEES INCLUDE FULL NAMES Use additional form if required

- Name _____
Position _____
- Name _____
Position _____
- Name _____
Position _____
- Name _____
Position _____
- Name _____
Position _____
- Name _____
Position _____
- Name _____
Position _____

Principal Dentist _____
 Practice name _____
 Address _____
 Suburb _____
 State _____ Postcode _____
 Phone _____
 Fax _____
 Email _____

(All course correspondence will be sent via this email address)
 Would you like to subscribe to our e-newsletter? Yes No
 Where did you hear about this course? _____

I would like to pay by credit card: Mastercard Visa AMEX

Expiry Date _____ / _____ Amex incurs a 2% surcharge
 Name of cardholder _____

Signature _____

I would like to pay by cheque: cheque enclosed for \$ _____
 Please make cheque payable to Prime Practice Pty Ltd and mail to:
 Level 1, 4 -10 Bay St, Double Bay NSW 2028. Cheques must be in Australian Dollars.
 If paying by cheque, registrations must be sent in the mail with the cheque attached.

Please refer to www.primepractice.com.au for our Privacy Policy

All registrations are subject to availability.

CANCELLATIONS Cancellations made at least 2 weeks* prior to the event in question are eligible for a full refund (minus a \$50 + GST administration fee). Up to one week* prior to the event, a 50% refund can be made available for cancellations or applicants are able to transfer to another Prime Practice workshop (at the same cost) free of charge. No refund will be given for cancellations made with less than one weeks notice. Substitution of delegates can occur at any time at no additional cost. Cancellations and substitutions must be received in writing by email (events@primepractice.com.au) or fax (02 9327 5589). A delegate who fails to attend will be liable for 100% of the course fee. *All registration cancellations will incur a \$50 admin fee. **COST** Prime Practice reserves the right to charge the correct advertised amount if calculations above are incorrect. **ENROLMENT** Registration is not valid without credit card details or cheque attached. You will receive confirmation of your registration via email within two working days. If not, please contact Prime Practice. To avoid disappointment, please do not book travel and/or accommodation until your registration is confirmed. **CPD ACCREDITATION** Personal certificates containing all CPD information will be made available at each course. # GST not applicable to courses run in New Zealand. [^]Applicable only to registrations received with payment at least 1 calendar month prior to course date and not valid in conjunction with a promotional discount. +Applicable only when a valid promotional code is supplied.