



DENTAL SLEEP PATIENT GROWTH COURSE



What You'll Learn:

- ✓ Growth Strategy
- ✓ Communication & Influence
- ✓ Screening Protocols
- ✓ Case Acceptance
- ✓ Physician Referrals



July 28-29th, 2023



Chicago, IL



Anjoo Ely, DDS
Sleep Dentist



Fred Eck, DDS
Sleep Dentist



Jagdeep Bijwadia, MD
Sleep Physician



Michael Cowen
DSM Coach



Lane Rizzardini
Digital Marketing Expert



Lewis Meyers
Referral Initiative



Jon Nierman
NPM President



Todd Warren
Targeted Social Media
Advertising Expert



More Info

NiermanPM.com/Schedule

Contact Us

(800)879-6468



DENTAL SLEEP PATIENT GROWTH COURSE

Gain blueprints to the screening, marketing, and referral strategies used by the top dental sleep medicine practices for sustained new patient growth. Learn powerful communication techniques that get patients to say YES.

AGENDA*

16 CE

DAY 1

BREAKFAST & REGISTRATION: 7:30AM CENTRAL
COURSE: 8:00AM-5:00PM CENTRAL

- WELCOME AND INTRODUCTION
- FINDING YOUR WHY & EMBRACING SALES IN DSM
- THE COMMON CHALLENGES THAT HINDER GROWTH
- DEVELOPING A 3-PRONGED GROWTH STRATEGY
- CREATING YOUR FOOLPROOF SCREENING PROTOCOL
- PROVEN STRATEGIES FOR PHYSICIAN REFERRALS
- TEAM MEMBER ROLES FOR DSM GROWTH
- HOW PUBLIC SEMINARS GENERATE 10 PATIENTS/MO

DAY 2

BREAKFAST & REGISTRATION: 7:30AM CENTRAL
COURSE: 8:00AM-5:00PM CENTRAL

- MARKETING THAT GETS QUALIFIED PATIENTS IN
- LEVERAGING TECHNOLOGY FOR CASE ACCEPTANCE
- COMMUNICATION, NEGOTIATION, & INFLUENCE
- SCRIPTS FOR CASE ACCEPTANCE (ROLE-PLAY)
- CASE STUDIES OF SUCCESSFUL DSM PRACTICES
- DEVELOPING YOUR GROWTH STRATEGY (PART 2)
- IMPLEMENTATION & ACTION LIST
- Q&A

*AGENDA SUBJECT TO CHANGE

PARTNERS



DENTAL SLEEP PROFITS
ACCELERATING SLEEP PRACTICE GROWTH



PRICING

DENTIST - **\$1295**
TEAM MEMBER - **\$995**
DENTIST+3 TEAM - **\$3495**

LOCATION DETAILS

CHICAGO, IL
Maggiano's Banquets
111 W Grand Ave.
Chicago, IL 60654



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CONTACT US

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