

# DWB Coaching Program for dentists by dentists



Dentists with over 30 years experience delivering **x10**  
Practice Growth

[www.dentalwealthbuilder.com](http://www.dentalwealthbuilder.com)

BBC

London  
Evening  
Standard

marie claire

sky

TATLER

press FEATURES  
this  
morning

Extreme  
MAKEOVER

Daily Mail

EXPRESS

# Dentists with over 30 years experience delivering **x10** Practice Growth



Pioneers in Cosmetic  
Dentistry,  
Multi – practice  
Owners



Mentoring  
Coaching  
Transforming  
Empowering



International  
Speakers on  
Strategy, Leadership,  
Growth, Marketing  
and Sales



Past President,  
BACD



Private Dentistry  
Judges >15  
years



Voted 2<sup>nd</sup> Most  
Influential Dentist  
in UK



Most Featured  
Dentist on Extreme  
Makeover



Clinical Director,  
Dentex

Featured In



# DWB COACHING

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Strategies are proven to increase revenues up to 300%

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Focus on Growth of Practice

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Proven to succeed in 100% of practices.

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The Program has been worked over span of 20 Years

# Practice Program for

- Reception,
- TCO
- Nurse
- PM
- Dentists





# Typical Practice Success Case Study

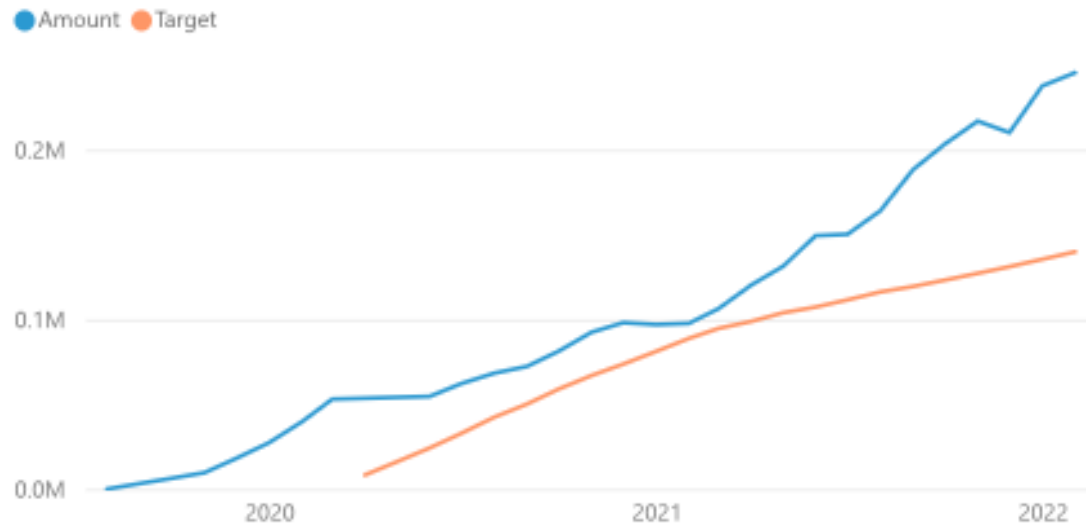
Income growth from £520,000 to £1,500,000

	2022	2021	2020	2019
Revenue	1,529,329	894,894	642,933	524,514
Cost of Sales *	516,302	294,739	245,939	183,330
Gross Profit	1,013,027	600,155	396,994	341,184
GP %	66%	67%	62%	65%
Overheads **	560,220	362,071	246,951	243,513
<b>EBITDA</b>	<b>452,807</b>	<b>238,084</b>	<b>150,043</b>	<b>97,671</b>
EBITDA %	30%	27%	23%	19%

# Typical Dentist Case Study

## Double Turnover of Associate Dentist that started training in Jan 2021

CUMULATIVE LAST TWELVE MONTHS vs TARGET



MONTHLY PRACTICE REVENUE vs TARGET



# Breakthrough in Case Acceptance Size

- £1000 to £5000
- **£5000 - £15,000**
- **£10,000 - £35,000**






# Breakthrough with Focus on

- Leadership And Team Driven Practice
- Vision/ Strategy
- Better organisational skills
- Stronger marketing messages
- More sophisticated systems
- Enhanced communication skills needed
- Complex Case Acceptance Process
- Work Life Balance




# Strategic Success. Delivered



A hand is shown moving a black chess piece on a dark board. The board is overlaid with a white network diagram consisting of interconnected nodes and lines. Several other black chess pieces are positioned at various nodes on the board. The text is centered over the image.

Increase % Conversion Rate  
Increase Case Acceptance Value  
Deliver significant practice growth



A hand is shown moving a black chess piece on a dark board. The board is overlaid with a white network diagram consisting of interconnected nodes and lines. Several other black chess pieces are positioned at various points on the board, some of which are also at network nodes. The text is centered over the image.

Increase Hourly Rate  
Create Compound Practice Growth  
Large ROI

[CLICK HERE](#)  
[TO HEAR](#)  
[ABOUT](#)  
[DWB SUCCESS STORIES](#)

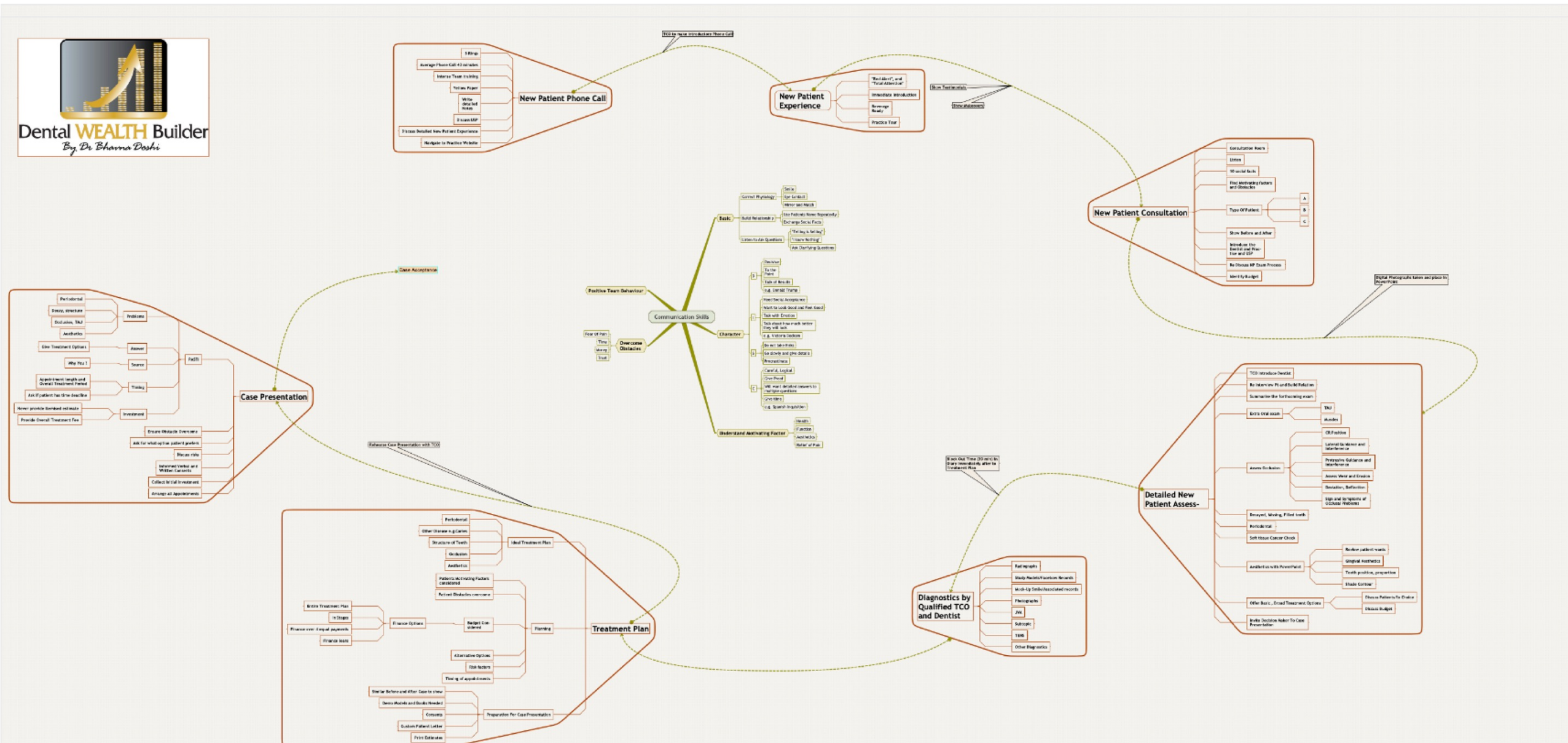
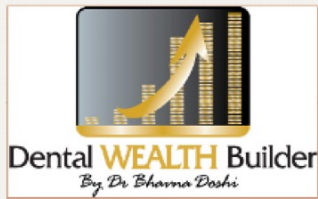






# Communication Training Topics

# COMMUNICATION JOURNEY FROM EVERYDAY SALES WITH CONTINUOUS REVISIONS OVER 30 YEARS OF SALES

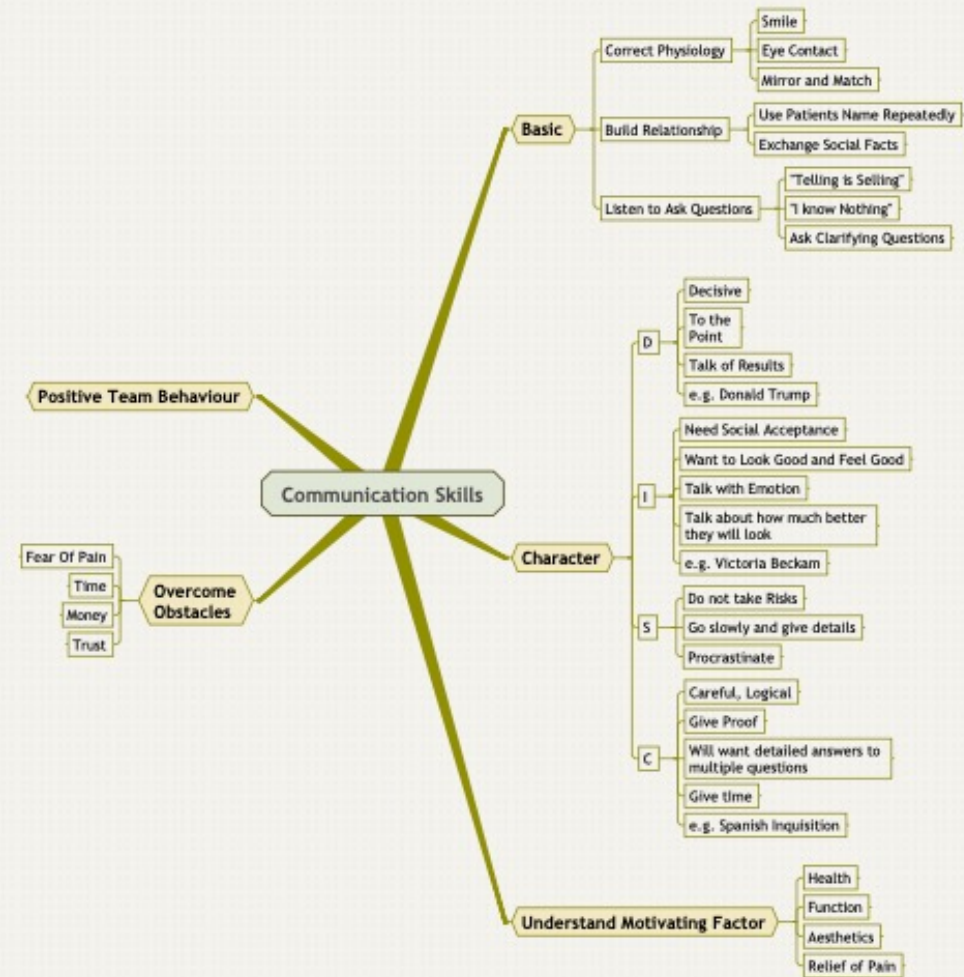


# Psychology of Sales



Team and Dentist Mindset

# Communication Skills





# Listening Skills

Build Trust, Build Relationships



# Telephone Patient Management



# New Patient Consultations



# TCO Training





# Co-Discovery Examination



# Treatment Planning

Clinical Ex	
<b>Muscle palpation:</b>	
A. Anterior temporalis (R) 0-10	
B. Posterior temporalis (R) 0-10	
C. Trapezius (R) 0-10	
D. Sternocleidomastoid (R) 0-10	
E. Uppercut (R) 0-10	
F. Masseter (R) 0-10	
G. Tongue of Masseter contraction (R) 0-10	
H. Medial pharynx (R) 0-10	
<b>TMJ Palpation:</b>	
A. Lateral joint palpation (R) 0-10	
(Tenderness = capsulitis)	
B. Medial joint (R) 0-10	
(Tenderness or pressure after biting on back teeth)	
C. Clicking or popping (R) 0-10	
(Clicking or popping or pressure with finger if not on)	
D. Grinding or crepitus (R) 0-10	
(If you ACD may develop, may indicate degenerative)	
<b>Manipulation:</b> easy mode	
<b>Initial point of contact in Centric Relation:</b>	
<b>Degree and Direction of Slide Lateral Shift (Centre Line)</b>	
<b>Vertical Shift (Occlusal)</b>	
<b>Range of motion:</b> opening (0-50) mm	
<b>Deviation:</b>	
<b>Pain with movement:</b> none, no, yes, profuse	
<b>Joint diagnosis:</b> M	
<b>Class of occlusion:</b> Motor (none) R L Cuspid d	

Page 4	
<b>Overbite:</b> mm <b>Overjet:</b> mm	
<b>Avoidance of bite problems?</b>	
<b>Laterolateral Interferences:</b>	
<b>Working:</b>	
<b>Non Working:</b>	
<b>Protective Interferences:</b>	
<b>Shinestock held in CD:</b>	
<b>OCCUSION</b>	
<b>Any evidence of grinding? Yes No Wh</b>	
<b>AVOIDER or DESTROYER</b>	
<b>In tooth wear coincident with age or accelerated?</b>	
<b>How much acid erosion is there? (wear facets match in areas of occlusal contact, D+E, A+B, C+D)</b>	
<b>How much tooth wear is there (Attrition)? (wear facets match in areas of occlusal contact, D+E, A+B, C+D)</b>	
<b>How much gum recession is there?</b>	
<b>Habits</b>	

Page 5	
<b>PERIODONTAL</b>	
<b>How much harmful plaque and tartar is there?</b>	
<b>Is there any bleeding on gentle probing?</b>	
<b>How stained are the teeth?</b>	
<b>Are there any plaque or food traps?</b>	
<b>Are there any areas of thin gum tissue? (lack of keratinized tissue)</b>	
<b>Has there been loosening due to loss?</b>	
<b>What level of gum disease is there?</b>	
<b>Which teeth have a poor prognosis? (i.e. XLA)</b>	
<b>Any area which may benefit from gum surgery?</b>	
<b>Any gum detachment from teeth?</b>	
<b>Probing Depths</b>	
<b>Caries Risk:</b> LOW MEDIUM HIGH	
<b>Recommended Recall:</b> 3 MONTHS 6 MO	
<b>Meliodontosis Teeth</b>	
<b>Decay on surface?</b>	
<b>Abcesses?</b>	
<b>Are there any missing teeth - is there a consequence?</b>	
<b>Caries Risk:</b> LOW MEDIUM HIGH	
<b>Recommended Recall:</b> 3 MONTHS 6 MO	
<b>Meliodontosis Teeth</b>	

Page 6	
<b>PERIODONTAL</b>	
<b>How much harmful plaque and tartar is there?</b>	
<b>Is there any bleeding on gentle probing?</b>	
<b>How stained are the teeth?</b>	
<b>Are there any plaque or food traps?</b>	
<b>Are there any areas of thin gum tissue? (lack of keratinized tissue)</b>	
<b>Has there been loosening due to loss of gum support? (Grade 1-3)</b>	
<b>What level of gum disease is there?</b>	
<b>Which teeth have a poor prognosis? (i.e. XLA)</b>	
<b>Any area which may benefit from gum surgery?</b>	
<b>Any gum detachment from teeth?</b>	
<b>Probing Depths</b>	
<b>Caries Risk:</b> LOW MEDIUM HIGH	
<b>Recommended Recall:</b> 3 MONTHS 6 MO	
<b>Meliodontosis Teeth</b>	

Page 7	
<b>Risk Factor:</b> Gum Tissue Health: Good	
<b>Subject Level:</b> Good	
<b>Tooth Local</b>	
<b>SOFT TISSUE EVALUATION</b>	
<b>ENTITIES</b>	
<b>Other Comments:</b>	
<b>CAB History</b>	
<b>RCI History</b>	

Page 8	
<b>Width of Smile:</b> Narrow Normal	
<b>Smile Border thin lip:</b> Upper Lower	
<b>Teeth showing on Smile</b>	
<b>Increased fullness for:</b>	
<b>Glabra Distal:</b> None Papilla Molar	
<b>Blotchy:</b> Thick Thin	
<b>Ossous recontouring (crown lengthening):</b>	
<b>Less lip (mm):</b> 6 5 4 3 2 1 1 2	
<b>Line Lines:</b> High low #	
<b>Lower Lip Curvature parallel to teeth:</b> Yes	
<b>Which teeth are causing disharmony?</b> R	
<b>Current Midline Position</b>	
<b>Black Triangles assess:</b>	

Page 9	
<b>Labial Inclination of upper central in relation to occlusal plane</b>	
<b>Labial Inclination of lower central in relation to occlusal plane</b>	
<b>Final In</b>	
<b>Antal Alignment:</b> 3 2 1 1 1 2 3	
<b>Pre-on Shade</b>	
<b>Desired Shade Details (initial opinion):</b>	
<b>Agreed by:</b>	
<b>Agreed by:</b>	
<b>Agreed by:</b>	
<b>Agreed by:</b>	

# Effective Case Presentations (of larger cases)



# Structured Follow Up

<div><div><div></div><div></div><div></div></div><div>Add deal</div></div>			£19,300 · 9 deals			<div><div><div></div><div></div><div></div></div><div>David Bloom</div></div>		<div><div><div></div><div></div><div></div></div><div>Everyone</div></div>	
Patient Name	1st Follow Up £4,000 5 deals	2nd Follow ... £0 1 deal	3rd Follow Up	Call from M...	Discount Off.. £2,600 1 deal	No Respons... £6,225 1 deal	Assessment...	ex4 offer let...	Gone Ahead £6,475 1 deal
	<div><div><div></div><div>niall chandler deal</div><div>£0 niall chandler</div><div></div></div></div>	<div><div><div></div><div>Steve Machin deal</div><div>£0 Steve Machin</div><div></div></div></div>			<div><div><div></div><div>schira heeroo deal</div><div>£2,600 schira heeroo</div><div></div></div></div>	<div><div><div></div><div>Carolyn Saby deal</div><div>£6,225 Carolyn Saby</div><div></div></div></div>			<div><div><div></div><div>Shani flavell deal</div><div>£6,475 Shani flavell</div><div></div></div></div>
	<div><div><div></div><div>Victoria Wright deal</div><div>£0 Victoria Wright</div><div></div></div></div>								
	<div><div><div></div><div>Keown,Christin e deal</div><div>£3,215 Keown,Christine</div><div></div></div></div>								
	<div><div><div></div><div>Walsh,Stacey deal</div><div>£785 Walsh,Stacey</div><div></div></div></div>								
	<div><div><div></div><div>daniel najar deal</div><div>£0 daniel najar</div><div></div></div></div>								



# Unique Sales Process congruent to Different Practice Style



# One size does not fit all!

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- Sales is NOT robotic learning
- Sales is NOT the same script for everyone







# Transformational Leadership

# Transformational Leadership





## Transformational Leadership Masterclass & On-Demand Program

*“Leadership is the art of helping people reach their best potential as leaders; whilst nurturing a committed group that will work cohesively towards a shared purpose.”*

# Creating Team Success





A hand is shown moving a black chess piece on a dark board. The board features a network of white lines connecting various points, resembling a molecular or digital structure. Several other black chess pieces are positioned at different points on the network. The text is overlaid in the center of the image.

Build Effective & Efficient team  
Creating Transformational Leader  
Motivate and Inspire High Performance  
Create Team Driven Growth



# **3month Transformational Leadership Program includes:**

**1 day “Live” Communication Masterclass**

Workshops for Practice Managers

Access to Online Learning for Transformational Leadership  
Over 65 videos and Action Plan Workbook

Monthly Practice Virtual Support Meetings (Review Progress, Action Points and Workbook)



# Marketing Mentoring



THE GIFT OF A PERFECT SMILE

The Gift Card entitles you to receive Smile or Facial Rejuvenation treatments at the Perfect Smile Studios. UK holders in advanced cosmetic dental services. It can be used in full or as part payment towards a treatment plan.

CHANGING LIVES - EXCEEDING EXPECTATIONS

HORNCHURCH    HERTFORD

132A High Street    2/3 South Street

Hornchurch    Hertford

Essex RM12 4UH    Hertfordshire SG14 1AZ

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fax: 01708 442332    fax: 01992 552415

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SMILE DESIGN - LASER WHITENING - IMPLANTS - FACIAL REJUVENATION



Experience and Knowledge to create  
x10 -30 ROI on marketing spend

*Extreme*  
MAKEOVER





WiFi

Complimentary Wi-Fi Access

Network: Perfect-Smile-Guest  
Password: w1rele55

Connect with us  
www.theperfectsmile.co.uk/connect






**Sunday Times Magazine**  
January 2006  
read article

**The Times**  
December 2005  
read article

**Daily Express**  
December 2005  
read article

**Sunday Mirror**  
October 2005  
read article

**News of the World**  
October 2005  
read article

**New!**  
October 2005  
read article

**Health Plus**  
August 2005  
read article

**Evening Standard**  
May 2005  
read article

**Woman**  
March 2005  
read article

**Woman's Own**  
March 2005  
read article



CHANGING LIVES - EXCEEDING EXPECTATIONS

WELCOME

OUR SIX LIFE STUDIOS

THE PERFECT SMILE

PERSONAL TESTIMONIALS

WHITENING

FACIAL REJUVENATION

IMPLANTS

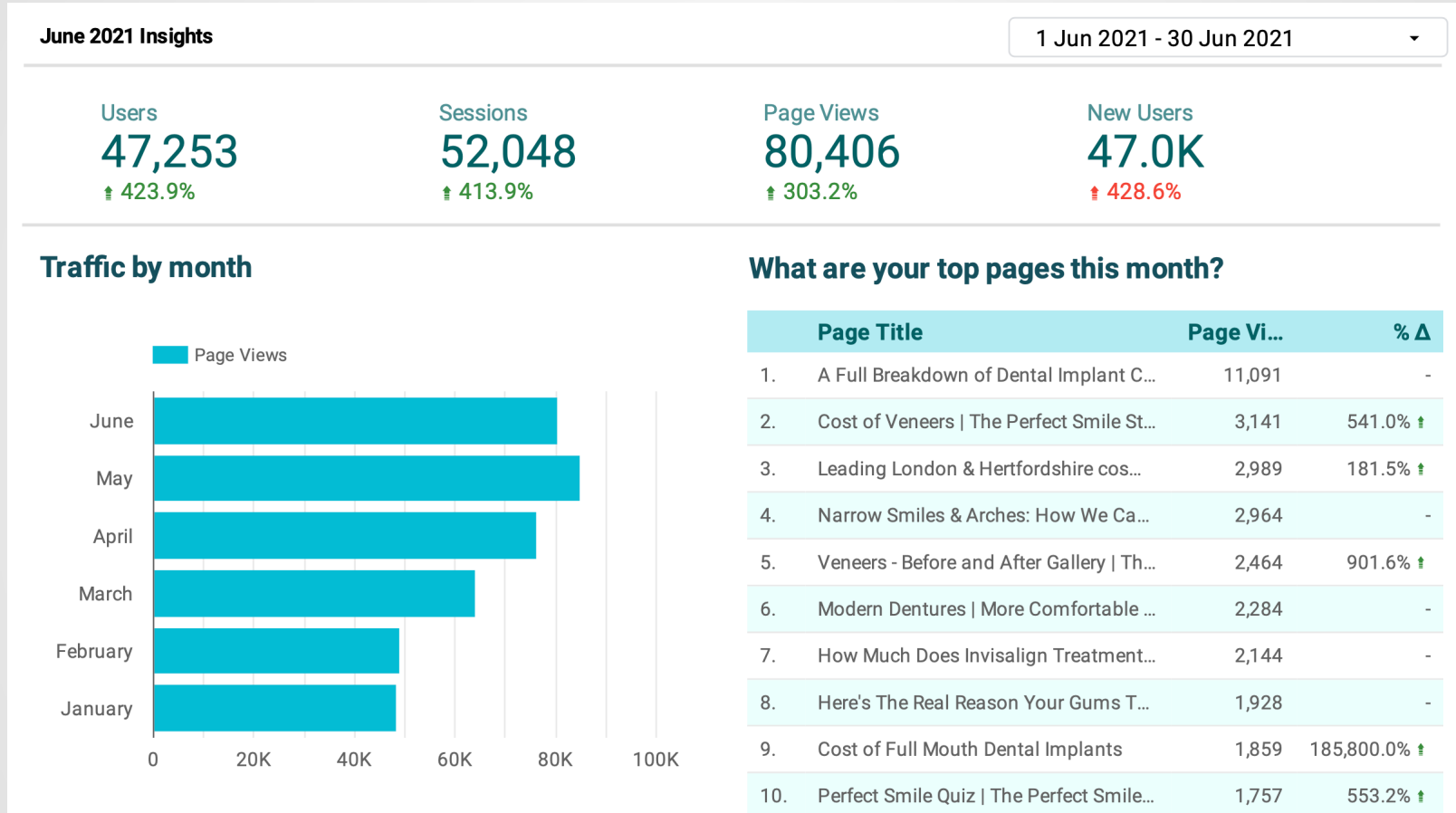








# Case Study 2000 online visitors a day without paid ads



[www.theperfectsmile.co.uk](http://www.theperfectsmile.co.uk)

# Marketing Program includes:

1 day “Live” **Communication Masterclass**

Access to Online Learning for Transformational Leadership  
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Monthly Practice Virtual Support Meetings (Review Progress, Action Points and Workbook)



# Masterclass 1

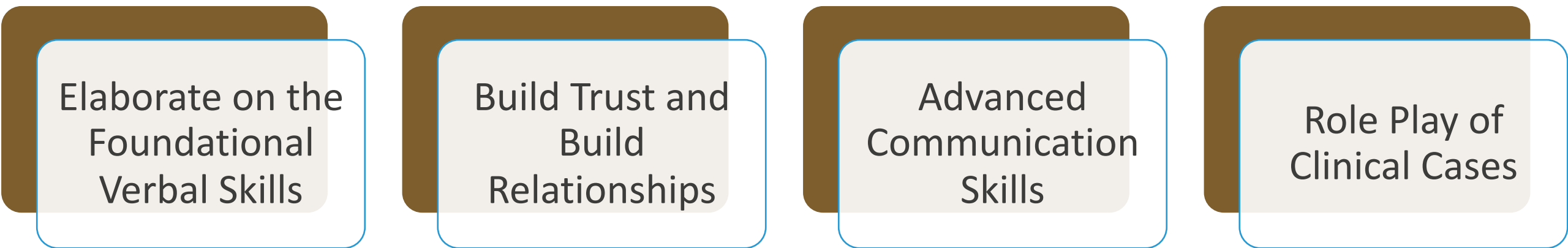
Establishing a Sales Process  
and designing a  
Communication Journey for  
patients.

Break down the entire  
journey into its most minor  
components, allowing you  
to build trust and value for  
your patients.

Techniques and tools  
needed for impactful  
Foundational Verbal Skills  
and explore Verbal & Non-  
Verbal Communication  
techniques.

Creating the Vision for your  
practice and looking at how  
you can differentiate your  
practice from others.

# Masterclass 2



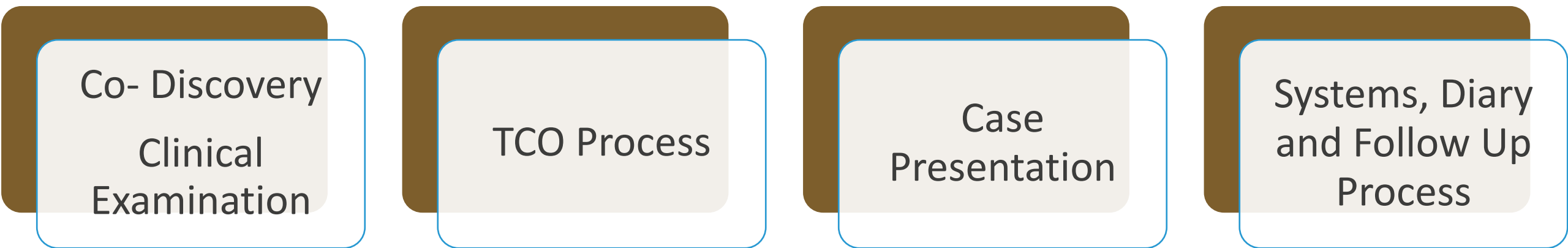
Elaborate on the  
Foundational  
Verbal Skills

Build Trust and  
Build  
Relationships

Advanced  
Communication  
Skills

Role Play of  
Clinical Cases

# Masterclass 3



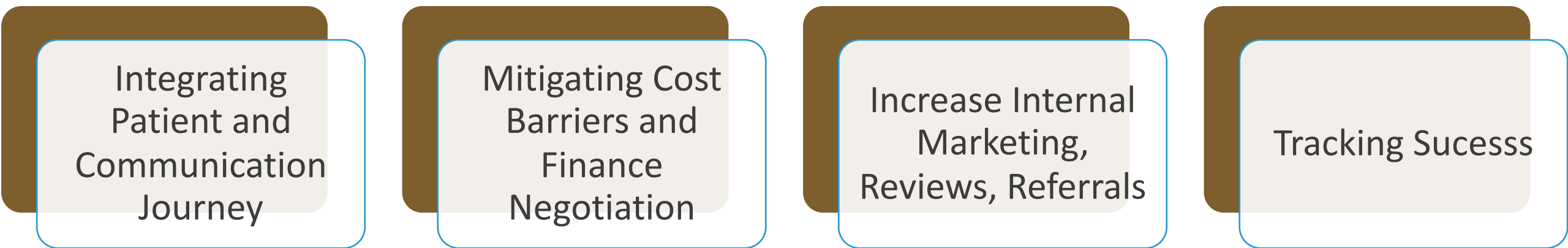
Co- Discovery  
Clinical  
Examination

TCO Process

Case  
Presentation

Systems, Diary  
and Follow Up  
Process

# Masterclass 4

The diagram consists of four overlapping rectangular boxes arranged horizontally. Each box has a dark brown top half and a light beige bottom half. The text is located in the beige section of each box. The boxes overlap such that the one on the left is partially behind the second, the second behind the third, and the third behind the fourth.

Integrating  
Patient and  
Communication  
Journey

Mitigating Cost  
Barriers and  
Finance  
Negotiation

Increase Internal  
Marketing,  
Reviews, Referrals

Tracking Success



# The Program

# The Details

Bespoke Coaching
14 months
Online and “Live”
>14
Monthly Coaching Meetings
include
4 hour
Initial Strategy Consultation Development of Strategic Plan
>4
LIVE Role Play Verbal Skill Training Sessions
1
LIVE Sales Training Workshop
1
Advanced Verbal Skills for Clinical Examination
1
Advanced Verbal Skills for Case Presentation
3 Modules
Cost-Effective High Return on Investment Marketing <ul style="list-style-type: none"><li>Developing Business Brand</li><li>Creating Compelling Messages</li><li>Attracting Right Calibre Patients</li><li>Copywriting Techniques</li><li>Online &amp; Offline Advertising That Sells</li><li>Internal Marketing</li><li>External Marketing</li><li>Creating a Marketing Plan</li><li>Website Development</li><li>Website User Journey</li><li>SEO Success</li><li>PPC Success</li><li>Social Media</li><li>Online Marketing</li><li>Success Analytics</li></ul>
8 Modules
Access to Full Online Transformational Leadership Program <ul style="list-style-type: none"><li>Transformational Leadership Systems</li><li>Practice Manager Role</li><li>Leadership Role</li><li>Navigating Your Business</li><li>Communication</li><li>Team Motivation</li><li>Inspiring High Performance</li><li>Managing Change</li><li>Leading in a Crisis</li><li>Including Workbooks</li><li>Including Action Plans</li><li>Supporting LIVE Workshops</li></ul>
Online Sales Course <ul style="list-style-type: none"><li>Psychology of Sales</li><li>Case Acceptance Process</li><li>Consumer Purchasing Behaviours</li><li>Solution Selling Verbal Skills</li><li>Communication Skills</li><li>Pre Examination Communication</li><li>New Patient Consultation Steps</li><li>Successful E-Consultations</li><li>Post-Consultation Follow-up</li><li>Clinical Co – Discovery</li><li>Examination Process</li><li>Communicating Treatment Plans</li><li>Clinical Evaluation Steps</li><li>Gaining Case Acceptances</li><li>Case Presentation Skills</li><li>Finance Negotiation</li><li>Overcoming Objections</li><li>Follow-up Process &amp; Steps</li><li>Review Protocols</li><li>Increasing Testimonials</li><li>Increasing Referrals</li><li>Recorded Role Play</li><li>Action Plan and Workbook</li></ul>
Access to Private Client Coaching Blogs
Access to Business Book Summaries
Systems <ul style="list-style-type: none"><li>Strategy &amp; Vision</li><li>Growth Systems</li><li>Sales Systems</li><li>Marketing Systems</li><li>Follow-up Systems</li><li>Leadership Systems</li><li>Financial Decision-Maker Snapshot Tool</li><li>Personal &amp; Business Vision Development</li><li>Advanced Integration</li><li>Advanced Implementation</li></ul>
Online Access to Recorded Roleplays of Various Treatment Types
Marketing Online Access Module
Implementation Facilitation <ul style="list-style-type: none"><li>Overcoming Obstacles</li><li>Turnkey Solutions</li></ul>
Coaching Online Resources
Access to Private Client Coaching Workshops <ul style="list-style-type: none"><li>Sales</li><li>Telephone Training</li><li>Team Roleplays*</li><li>Marketing Systems</li><li>Leadership</li><li>Financial Models</li></ul>
4
Post-Program Consultations

Bespoke Coaching
14 months
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include
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LIVE Sales Training Workshop
1
Advanced Verbal Skills for Clinical Examination
-
1
Advanced Verbal Skills for Case Presentation

# The Details

Bespoke Coaching	
14 months	
Online and "Live"	
>14	
Monthly Coaching Meetings	
include	
4 hour	
Initial Strategy Consultation Development of Strategic Plan	
>4	
LIVE Role Play Verbal Skill Training Sessions	
1	
LIVE Sales Training Workshop	
1	
Advanced Verbal Skills for Clinical Examination	
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3 Modules	
Cost-Effective High Return on Investment Marketing	
Developing Business Brand Creating Compelling Messages Attracting Right Calibre Patients Converting Techniques Online & Offline Advertising That Sells Internal Marketing External Marketing Orchestrating a Marketing Plan Website Development Website User Journey SEO Success PPC Success Social Media Online Marketing Success Analytics	
8 Modules	
Access to Full Online Transformational Leadership Program	
Transformational Leadership Systems Practice Manager Role Leadership Role Navigating Your Business Communication Team Motivation Inspiring High Performance Managing Change Leading in a Crisis Including Workbooks Including Action Plans Supporting LIVE Workshops	
Online Sales Course	
Psychology of Sales Case Acceptance Process Consumer Purchasing Behaviours Solution Selling Verbal Skills Communication Skills Pre Examination Communication New Patient Consultation Steps Successful E-Consultations Post-Consultation Follow-up Clinical Co - Discovery Examination Process Communicating Treatment Plans Clinical Evaluation Steps Gaining Case Acceptances Case Presentation Skills Finance Negotiation Overcoming Objections Follow-up Process & Steps Review Protocols Increasing Testimonials Increasing Referrals Recorded Role Play Action Plan and Workbook	
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Systems	
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Online Access to Recorded Roleplays of Various Treatment Types	
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Sales Telephone Training Team Roleplays* Marketing Systems Leadership Financial Models	
4	
Post-Program Consultations	

## 8 Modules

### Access to Full Online Transformational Leadership Program

Transformational Leadership Systems  
Practice Manager Role  
Leadership Role  
Navigating Your Business  
Communication  
Team Motivation  
Inspiring High Performance  
Managing Change  
Leading in a Crisis  
Including Workbooks  
Including Action Plans  
Supporting LIVE Workshops

### Online Sales Course

Psychology of Sales  
Case Acceptance Process  
Consumer Purchasing Behaviours  
Solution Selling Verbal Skills  
Communication Skills  
Pre Examination Communication  
New Patient Consultation Steps  
Successful E-Consultations  
Post-Consultation Follow-up  
Clinical Co - Discovery  
Examination Process  
Communicating Treatment Plans  
Clinical Evaluation Steps  
Gaining Case Acceptances  
Case Presentation Skills  
Finance Negotiation  
Overcoming Objections  
Follow-up Process & Steps  
Review Protocols  
Increasing Testimonials  
Increasing Referrals  
Recorded Role Play  
Action Plan and Workbook

Access to Private Client Coaching Blogs  
Access to Business Book Summaries

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Post-Program Consultations

### 3 Modules

Cost-Effective High Return on Investment Marketing

- Developing Business Brand
- Creating Compelling Messages
- Attracting Right Calibre Patients
- Copywriting Techniques
- Online & Offline Advertising That Sells
- Internal Marketing
- External Marketing
- Creating a Marketing Plan
- Website Development
- Website User Journey
- SEO Success
- PPC Success
- Social Media
- Online Marketing
- Success Analytics



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Transformational Leadership Systems Practice Manager Role Leadership Role Navigating Your Business Communication Team Motivation Inspiring High Performance Managing Change Leading in a Crisis Including Workbooks Including Action Plans Supporting LIVE Workshops
Online Sales Course
Psychology of Sales Case Acceptance Process Consumer Purchasing Behaviours Solution Selling Verbal Skills Communication Skills Pre Examination Communication New Patient Consultation Steps Successful E-Consultations Post-Consultation Follow-up Clinical Co - Discovery Examination Process Communicating Treatment Plans Clinical Evaluation Steps Gaining Case Acceptances Case Presentation Skills Finance Negotiation Overcoming Objections Follow-up Process & Steps Review Protocols Increasing Testimonials Increasing Referrals Recorded Role Play Action Plan and Workbook
Access to Private Client Coaching Blogs Access to Business Book Summaries
Systems
Strategy & Vision Growth Systems Sales Systems Marketing Systems Follow-up Systems Leadership Systems Financial Decision-Maker Snapshot Tool Personal & Business Vision Development Advanced Integration Advanced Implementation
Online Access to Recorded Roleplays of Various Treatment Types
Marketing Online Access Module
Implementation Facilitation
Overcoming Obstacles Turnkey Solutions
Coaching Online Resources
Access to Private Client Coaching Workshops
Sales Telephone Training Team Roleplays* Marketing Systems Leadership Financial Models
4
Post-Program Consultations

Systems
Strategy & Vision Growth Systems Sales Systems Marketing Systems Follow-up Systems Leadership Systems Financial Decision-Maker Snapshot Tool Personal & Business Vision Development Advanced Integration Advanced Implementation
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Overcoming Obstacles Turnkey Solutions
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Sales Telephone Training Team Roleplays* Marketing Systems Leadership Financial Models
4
Post-Program Consultations

# The Details

<b>Bespoke Coaching</b>
14 months
Online and "Live"
>14
Monthly Coaching Meetings
include
4 hour
Initial Strategy Consultation Development of Strategic Plan
>4
LIVE Role Play Verbal Skill Training Sessions
1
LIVE Sales Training Workshop
1
Advanced Verbal Skills for Clinical Examination
1
Advanced Verbal Skills for Case Presentation
3 Modules
Cost-Effective High Return on Investment Marketing
Developing Business Brand Creating Compelling Messages Attracting Right Calibre Patients Converting Techniques Online & Offline Advertising That Sells Internal Marketing External Marketing Creating a Marketing Plan Website Development Website User Journey SEO Success PPC Success Social Media Online Marketing Success Analytics
8 Modules
Access to Full Online Transformational Leadership Program
Transformational Leadership Systems Practice Manager Role Leadership Role Navigating Your Business Communication Team Motivation Inspiring High Performance Managing Change Leading in a Crisis Including Workbooks Including Action Plans Supporting LIVE Workshops
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4
Post-Program Consultations

6 Masterclasses

Monthly Workshops

Online Learning

Action Plan and Workbooks

What's App Support

Dental Wealth Builder behave as partners of the practice

# All Supporting Documents

Page 3

**Clinical Ex**

**Muscle palpation:**

A. Anterior temporalis (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_

B. Posterior temporalis (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_

C. Tricuspidalis (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_

D. Sternocleidomastoid (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_

E. Ligament (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_

F. Masseter (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_

G. Tearing of Masseter connection (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_

H. Medial pharynx (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_

**TMJ Palpation:**

A. Lateral joint palpation (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_

B. Subcondylar (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_

C. Clicking or popping (R) Yes \_\_\_\_\_ No \_\_\_\_\_ R \_\_\_\_\_ L \_\_\_\_\_

D. Grinding or crepitus (R) Yes \_\_\_\_\_ No \_\_\_\_\_ R \_\_\_\_\_ L \_\_\_\_\_

E. Manipulation: easy \_\_\_\_\_ moderate \_\_\_\_\_

F. Initial point of contact in Centric Relation: \_\_\_\_\_

G. Degree and Direction of Slide Lateral Shift (Centre Line): \_\_\_\_\_

H. Vertical Shift (Overbite): \_\_\_\_\_

I. Range of motion: opening (0-50mm) \_\_\_\_\_

J. Deviation: \_\_\_\_\_

K. Pain with movement: \_\_\_\_\_

L. Joint diagnosis: \_\_\_\_\_

M. Class of occlusion: Minor \_\_\_\_\_ R \_\_\_\_\_ L \_\_\_\_\_

Page 7

**Risk Factor:** \_\_\_\_\_

**Gum Tissue Health:** \_\_\_\_\_

**Subject Level:** \_\_\_\_\_

**Tooth Local:** \_\_\_\_\_

**SOFT TISSUE EVALUATION** ALL OK

Lymph Nodes: Yes \_\_\_\_\_ No \_\_\_\_\_

Lips: \_\_\_\_\_

Palate: \_\_\_\_\_

Oropharynx: \_\_\_\_\_

Tongue (sublingual): \_\_\_\_\_

Mucosa: \_\_\_\_\_

**VENTURES**

Age (current): \_\_\_\_\_

No. Of Dentures: \_\_\_\_\_

Worn at night: YES NO

Stomatitis: YES NO

Comfortable: YES NO

Loose: YES

**Other Comments:**

CAB History: \_\_\_\_\_

YOUTH: \_\_\_\_\_

RCT History: \_\_\_\_\_

YOUTH: \_\_\_\_\_

Page 5

**Qualities:** \_\_\_\_\_

**Overbite:** \_\_\_\_\_

**Lateral Interferences:**

**Working:**

R 6 7 6 5 4 3 2 1 L 1 2 3 4 5 6

RIGHT LATERAL MOVEMENT

**Non Working:**

R 6 7 6 5 4 3 2 1 L 1 2 3 4 5 6

LEFT LATERAL MOVEMENT

**Proximal Interferences:**

R 6 7 6 5 4 3 2 1 L 1 2 3 4 5 6 7 8

SHIMSTOCK held in CD: \_\_\_\_\_

**OCCCLUSION**

Any evidence of grinding? Yes \_\_\_\_\_ No \_\_\_\_\_ Where? R \_\_\_\_\_ L \_\_\_\_\_

**AVOIDER or DESTROYER**

In tooth wear consistent with age Or accelerated? ☐ Consistent with age ☐ Accelerated

How much acid erosion is there? (wear facets match, in areas of occlusal contact, D, H, A, B, C, D, E)

MINIMUM MODERATE ADVAN

How much tooth wear is there (Attrition)? (wear facets match, in areas of occlusal contact, D, H, A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z)

MINIMUM MODERATE ADVAN

How much gum recession is there? ☐ ☐ ☐

**Habits**

☐ Bruxism ☐ Clenching ☐ Tongue Thrust ☐ Other \_\_\_\_\_

Page 6

**ACTION POINTS: CASE PRESENTATION**

What are the steps in your case presentation process?

Practice the way you would present all the components of your Treatment Plan in both Steps 2 & 4.

What are all your financial options that you are able to provide each patient in your practice?

Do you offer patients finance plans? If not how can you arrange this?

**Case Presentation**

1. Problem (Identify their problems)

2. Answer (Ideal Treatment Plans)

3. Timing

4. Investment (Exact Fees Involved)

5. Primary Clinical Closure

6. Secondary Clinical Closure

7. Source (Why You?)

8. Financial Closure

9. Eliminating Obstacles

10. Appointments & Consents

**dent**

Page 1

**Gaining Case Acceptances Workbook**

**CASE PRESENTATION**

What is the importance of a primary clinical closure in the case presentation?

Who does the primary clinical closure?

What is the benefit of a secondary clinical closure in the case presentation?

Who does the secondary clinical closure?

What is a financial closure?

**“Sales is the process of helping someone to discover something of value in a product or service so that they can make the correct decisions and hence are happy to pay for that product or service.”**

Page 2

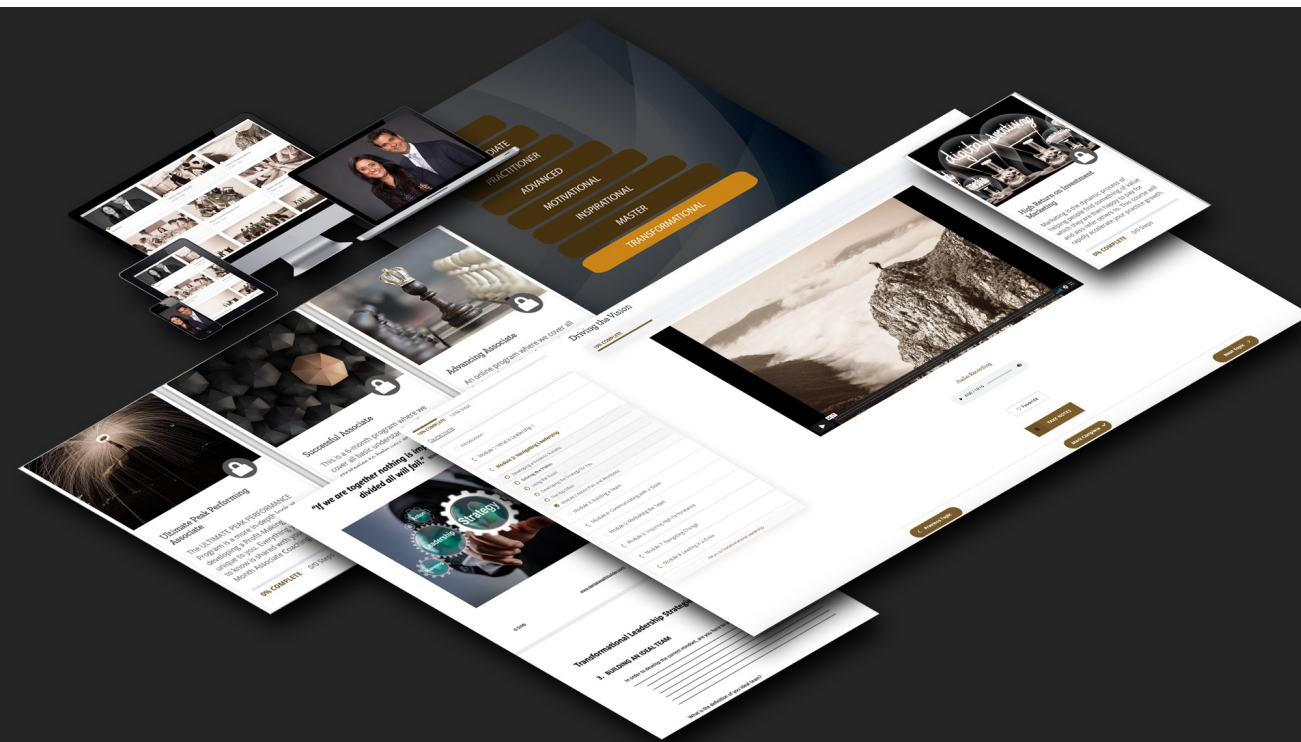
**Gaining Case Acceptances: Implementation**

**CASE PRESENTATION**

What does FACTI stand for?

What communication is necessary in the clinical examination in order to get a case acceptance?

# Workbooks Templates Guides Action Plans



Role Play

Online On Demand Support Training

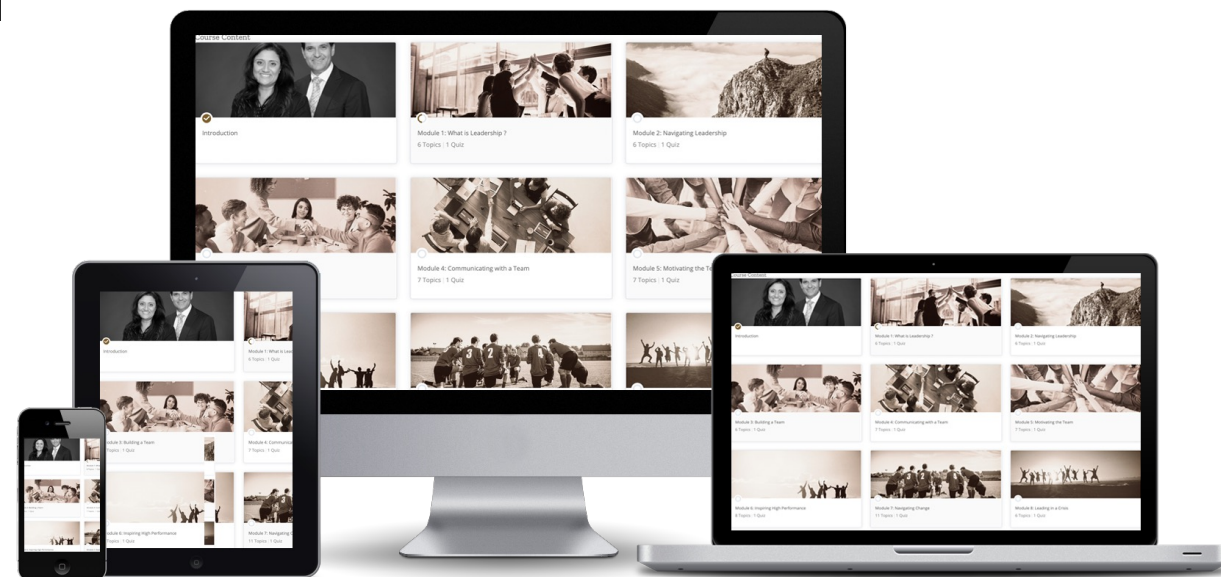
> 300 videos

Action Plan Videos

Action Workbooks

Practice Meetings

# The Online Learning







How to get the best out of the program

1 Topic

[View Module](#)



Module 1 – Strategy and Vision

17 Topics | 1 Quiz

[View Module](#)



Module 2 – Psychology of Sales

9 Topics | 1 Quiz

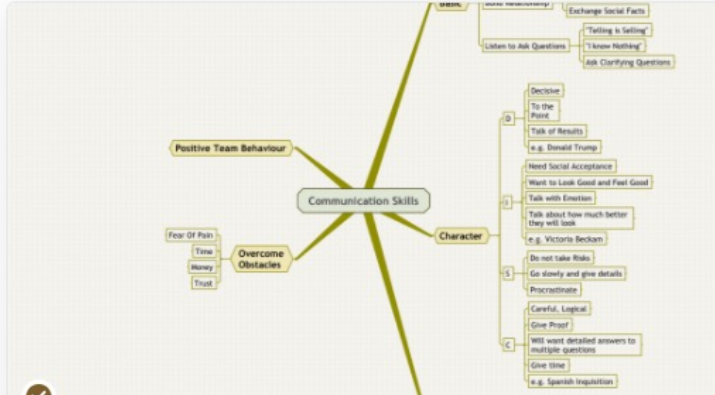
[View Module](#)



Module 3 – The Sales Process

3 Topics | 1 Quiz

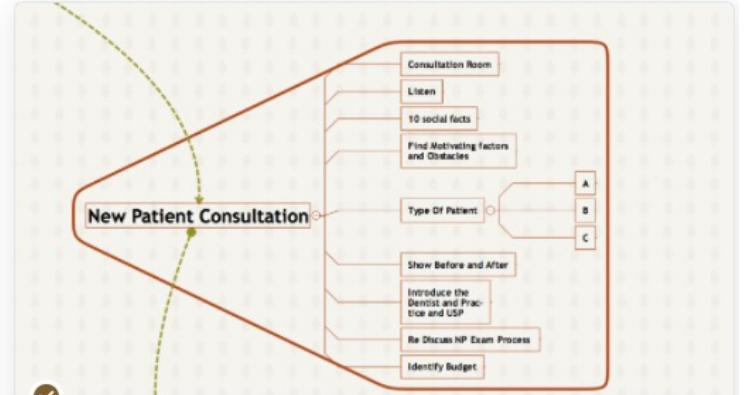
[View Module](#)



Module 4 – Effective Communication and Verbal Skills

14 Topics | 1 Quiz

[View Module](#)



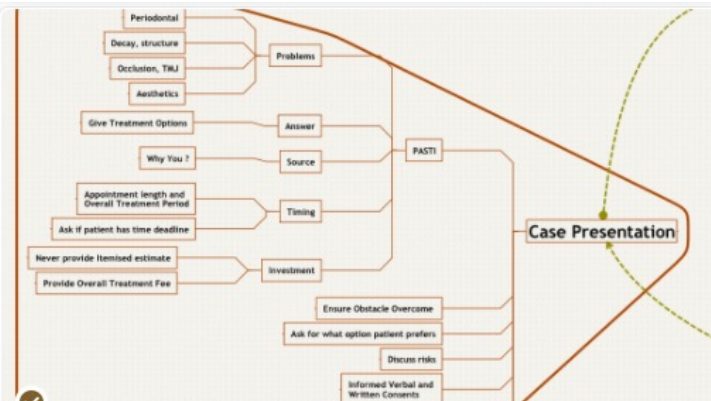
Module 5 – Consultation and Clinical Examination

8 Topics | 2 Quizzes

[View Module](#)



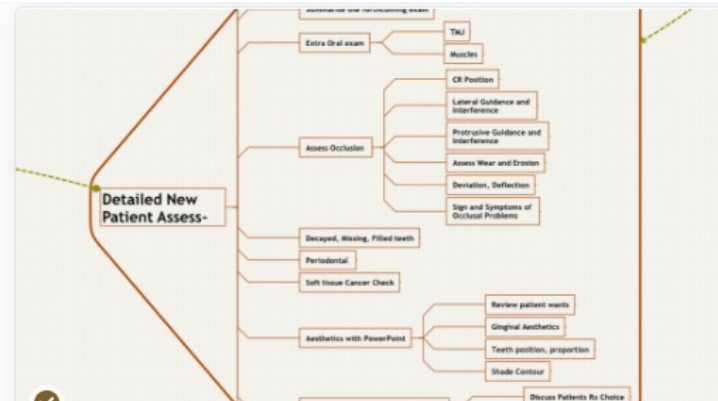




### Module 6 – Case Presentation and Review

5 Topics | 1 Quiz

[View Module](#)



### Module 7 – Advanced Clinical Examination

9 Topics | 1 Quiz

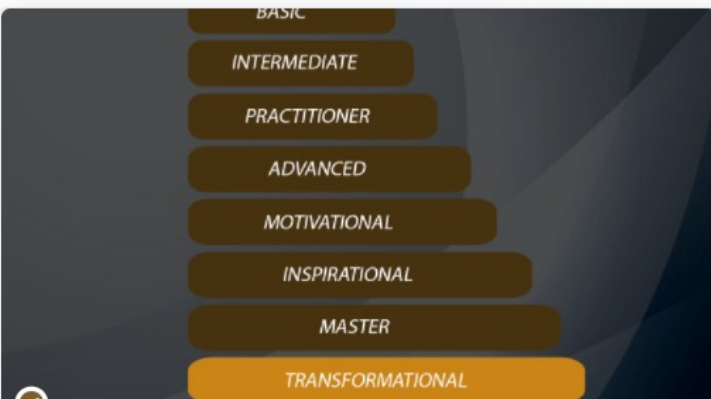
[View Module](#)



### Module 8 – Marketing for Associates

8 Topics

[View Module](#)



### Module 9 – Leadership for Associates

[View Module](#)



### Module 10 – Systems

3 Topics

[View Module](#)

# Developing the Right Mindset

Ultimate Peak Performing Associate > Module 1 – Strategy and Vision > Developing the Right Mindset

COMPLETE

MODULE PROGRESS

82% COMPLETE



Audio Recording

▶ 0:00 / 7:21

♥ Favorite



Take Notes

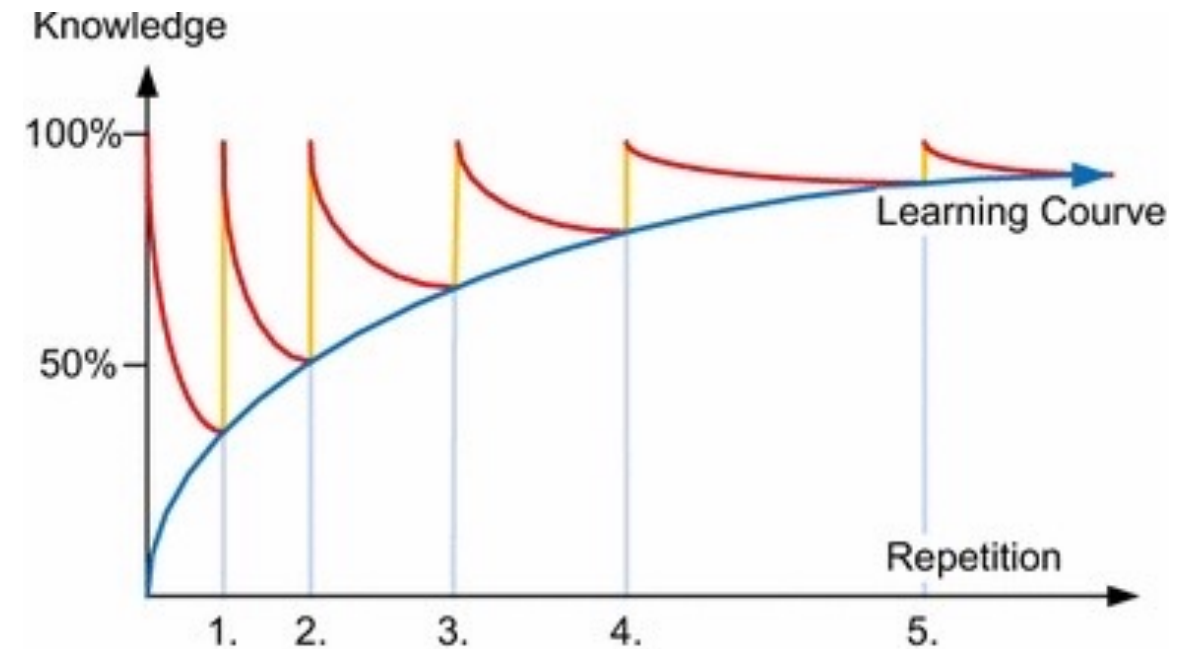
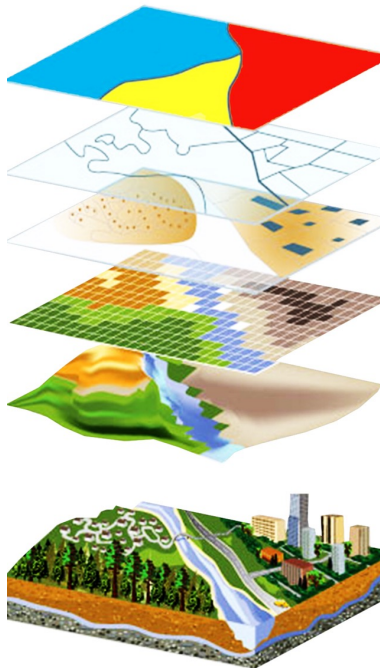
92% COMPLETE 81/88 St

Course Home

- ✓ How to get the best out of the program
- ✓ Module 1 – Strategy and Vision
  - ✓ Breaking Barriers to Success
  - ✓ Developing the Right Mindset
  - ✓ Responding to Market Changes
  - ✓ DWB Philosophy of Change
  - ✓ Responding to Change
  - ✓ Your Resources
  - ✓ Developing your Vision
  - ✓ Benefits of a Vision
  - ✓ Realising your Vision and Achieving Goals
  - ✓ How to know which Opportunity is for you
  - Getting Ahead
  - Working in a State of Flow
  - Effective Self Management
  - ✓ Compounding Your Success
  - ✓ Module 1 Workbook and Downloads
  - ✓ Establishing Your USP
  - ✓ DWB USP Technique
- ✓ Module 2 – Psychology of Sales
- ✓ Module 3 – The Sales Process
- ✓ Module 4 – Effective Communication and Verbal Skills
- ✓ Module 5 – Consultation and Clinical Examination
- ✓ Module 6 – Case Presentation and Review
- ✓ Module 7 – Advanced Clinical Examination
- ✓ Module 8 – Marketing for Associates
- ✓ Module 9 – Leadership for Associates
- ✓ Module 10 – Systems

# Multi-faceted learning provides clarity and deep level understanding

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### Increased Profits.

You will see your revenues increase as more and more patients accept your treatment advice and are happy to go ahead with the treatment. Your treatment acceptance rate for comprehensive care will increase.



### Team Driven

This means that you don't have to rely on your clinical providers to "sell" the cases. All the value you need to add and the process is driven by the team. This enables you to create an efficient and effective cohesive team all focused on helping your patients attain the best outcome in their oral



### Online Learning

Our online workshops include enhancing Communication Skills, Verbal Skill Training and how to carry out a comprehensive examination of your patients in a way that encourages full patient engagement. We also facilitate improved customer service. These sales protocols have a direct impact on increasing your bottom line.



### Increased Results

You will be able to produce increased revenues on a regular consistent basis, not just for the short term. This is because this program enables you to develop an internal marketing and sales process that is highly impactful and effective.



### Systemised Journey

All the possible team training you need is provided by the program. All the forms, documents, protocols, verbal skills and tools are given to you. You simply need to put it into action. Your team can learn in their own time at their own pace.



### Achieve Your Vision and Goals

Gain a committed team that works towards a common shared purpose in accomplishing your practice vision.



### Higher Practice Revenues

A team driven practice will increase profitability and prevent stagnation of growth.



### Creating Value

This process enables you to better understand the needs of your patients. Thus, you will be able to distinguish yourself from other practices and also add so much perceived value that your patients will remain loyal to you. As a direct consequence of this process, you will create brand ambassadors and raving fans.





PRESS FEATURES

BBC

London  
Evening  
Standard

marie claire

sky

TATLER

this  
morning

Extreme  
MAKEOVER

Daily Mail

EXPRESS



Working with.....



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**Evening  
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**sky**

**TATLER**

**this  
morning**

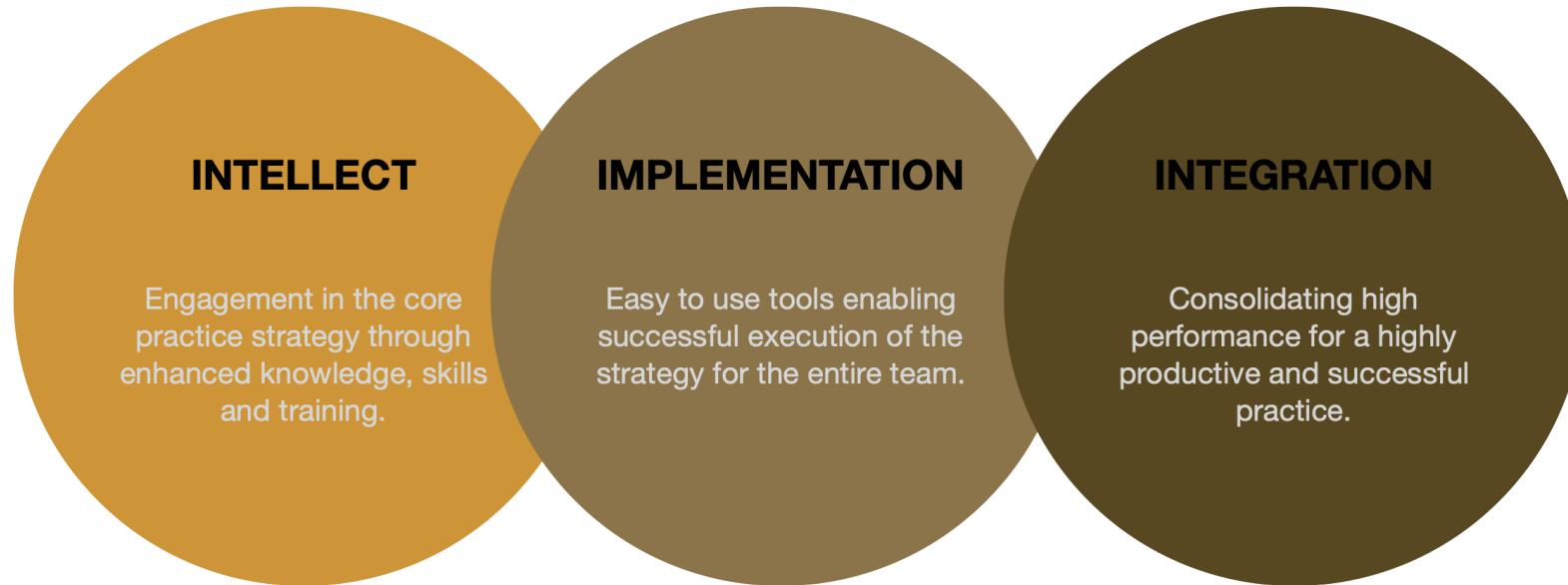
**Extreme  
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**EXPRESS**

# Empowering ~ Inspiring ~ Transforming

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[www.dentalwealthbuilder.com](http://www.dentalwealthbuilder.com)