

“Wish I knew this course information 20 years ago or more.
How different my practice would be today.”
DR QUANDT, USA

“I enjoyed Primespeak thoroughly and have found the concepts introduced to me to be revolutionary. Sometimes as a clinician it can be difficult to recommend treatment because there is a ‘sales’ aspect to explaining treatment. Primespeak has enabled me to be able to make patients understand the importance of treatment. The beauty about this way of speaking is that it’s done in a way that is supportive and non-threatening to the patient so it is a win-win for both dentist and patient.”

DR HO, AUS

“I can easily say that this is the best course on dental communication that I have ever taken... I am certain that it will totally revolutionize the way that I practice.”

DR DURHAM, USA

“Primespeak has given me more confidence to present the ideal treatment options to my clients and as a result, I have increased the amount of high-end dentistry procedures that I am doing...”

DR PAEZ, AUS

“Primespeak helped to remove the burden of stress when communicating with patients. I never feel rejected, because patients understand and feel empowered by the way I communicate and they are able to make their own decisions. They know that I am there to support them and make sure they are well-looked after. And that’s a great position to be in as a dentist.”

DR RADITAOLANA, AUS

“I’ve taken every major management course out there over my 30 years in practice. All felt artificial, pushy and sales orientated and none truly gelled as a result. This is the first programme that feels authentic, human and in the patient’s best interest. Thank you for an eye opening experience – exceptional!”

DR LOGAN, USA

“The missing link in most practices is patient acceptance of treatment. I don’t think I’ve ever met a dentist who didn’t want to do more complex treatment. Primespeak very elegantly provides a no compromise, no conflict formula for offering ideal treatment and getting it accepted. Simply brilliant!”

DR TAYLOR, AUS

“Although they definitely should, dental schools don’t teach us these things. Patient communication is not something that we graduate knowing. I think dental students should be attending workshops like Primespeak Seminar so they can understand aspects of the non-clinical side of dentistry early on.”

DR AL-HASSINY, NZ

The *World Famous* Primespeak Seminar

COMING TO YOU SOON

Are you frustrated that more of your patients aren’t accepting the most suitable treatment for them?

Do you ever feel that your treatment presentation is sounding like a sales pitch?

Do you ever avoid offering higher priced options because you think patients can’t afford it?

Do you ever hear “I’ll think about it”?

Australia | UK | United States | Singapore | New Zealand |



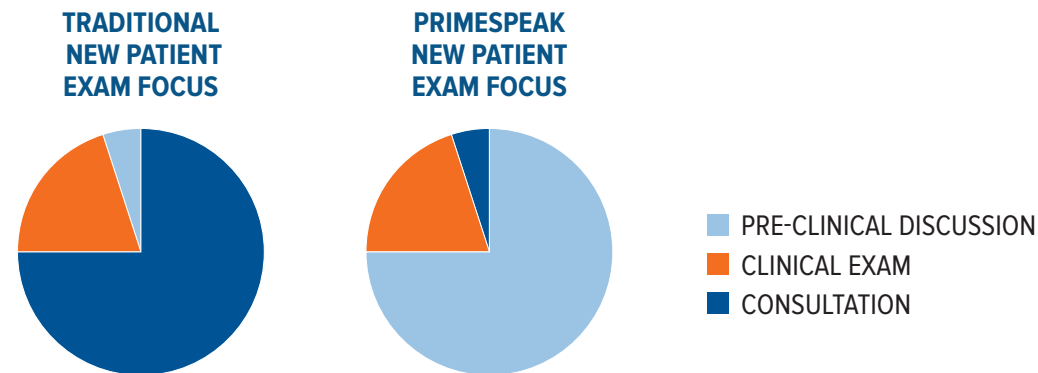
If you want to be comprehensive, enjoy your examination
and get the patient accepting the optimal treatment,
then this is the course for you.

DR JAMES, NZ



In just **2** DAYS

Tip your communications approach on its head



Learn

- ✓ The rules of ethical dentistry.
- ✓ How to remove any perception of sales pressure.
- ✓ How to become rejection proof.
- ✓ Key trust busters and trust breakers.
- ✓ A step by step sequence for the new patient exam.
- ✓ How to overcome objections and deal with “I’ll think about it”.
- ✓ Tools and techniques to deepen patient ownership of their dental conditions.

Primespeak stats

95%

of Primespeak Alumni
would recommend
Primespeak.

80%

of practice owners stated that
an essential prerequisite to
hiring a new dentist was that
they’ve attended **Primespeak**.

87%

of dentist attendees say that
Primespeak has improved
their practice.

Primespeak Seminar

Please send the completed registration form to:
Email: info@primepractice.com.au **Fax:** +61 2 8935 0699
Post: Level 1, Suite 1, 59-75 Grafton St, Bondi Junction, Sydney, 2022

Course & Location Please tick	Attendees Please include full names	Course Costs If held in Australia, costs in AUD. If held in NZ, costs in NZD, no GST applicable.
Primespeak Seminar 2018 ☐ Nov 14-15 Perth ☐ Nov 20-21 Brisbane ☐ Nov 27-28 Sydney 2019 ☐ Jan 24-25 Auckland ☐ Feb 5-6 Melbourne ☐ Feb 13-14 Brisbane ☐ Mar 13-14 Adelaide ☐ Apr 9-10 Perth ☐ May 9-10 Sydney ☐ May 15-16 Canberra ☐ May 23-24 Auckland ☐ Jul 3-4 Melbourne ☐ Jul 12-13 Singapore ☐ Jul 31- Aug 1 Brisbane ☐ Aug 28-29 Adelaide ☐ Sep 10-11 Sydney ☐ Sep 18-19 Wellington ☐ Oct 30-31 Perth ☐ Nov 14-15 Sydney	1 Name _____ Position _____ 2 Name _____ Position _____ 3 Name _____ Position _____ 4 Name _____ Position _____	No. of Dentists _____ x \$2700 = \$ No. of Team _____ x \$1350 = \$

COURSE INFORMATION

Time	Cost
8am - 4:30pm	\$2700 + GST for dentists and \$1350 + GST for team members / Dental Hygienists/ OHTs including refreshments, lunch and all course documentation.

Who should attend

This course is designed for dental clinicians (dentists, dental specialists, dental hygienists, dental and oral health therapists). However, clinicians may choose to bring along team members who work closely with them.

TOTAL	= \$ _____
Less Early Bird Discount [^] if registering one calendar month before =	\$ _____
SUBTOTAL	= \$ _____
Plus 10% GST (AUD ONLY)	= \$ _____
TOTAL	\$ _____

Role: ☐ Practice Owner ☐ Dentist ☐ Other

Practice Owner		Practice name
Address		Town / City
Country	Postcode	Mobile number
Email address		Where did you hear about us?

Card: ☐ Visa ☐ Mastercard ☐ American Express (AUD only)

Invoice to		
Card number	Expiry	CCV
Name on Card	Signature	

TERMS & CONDITIONS: All applications are subject to availability. **CANCELLATIONS:** Up to 4 weeks prior to the event/practice visit a 25% refund is available for cancellations or applicants are able to transfer to another Prime Practice workshop or Prime Compliance service (at the same cost) free of charge. No refund will be given for cancellations made with less than 4 weeks notice. Cancellations must be received in writing. Substitution of delegates can occur at any time at no cost. **COST:** Prime Practice reserves the right to charge the correct advertised amount if calculations above are incorrect. **ENROLMENT:** You will receive confirmation of your registration within 2 working days. If not, contact Prime Practice. To avoid disappointment, do not book travel and/or accommodation until your registration is confirmed via email. **CPD:** AUS: Prime Practice guarantees this course is compliant with the current Dental Board of Australia Guidelines on CPD. NZ: NZDA verifies, that based on the information provided to NZDA, this activity meets the Dental Council policy requirements for CPD. NZDA CPD verification does not imply promotion or endorsement of the contents of any course. Attendees need to use professional judgment to assess the validity and usefulness of techniques, materials or therapeutic products to their own practice. Certificates will be issued following each event. [^]10% Early Bird Discount is applicable for registrations received 1 calendar month before the workshop and not to be used in conjunction with any other discount. Please refer to www.primepractice.com.au for our Privacy Policy.