



## The Power to Influence - Advanced Ethical Sales Skills

**Maintain your results and avoid “the three month dip”**

A world class programme designed to refresh and advance your ethical sales skills to make you the most powerful communicator and further increase your self-confidence, enabling you to influence and sell with ease and integrity.

### Advanced Ethical Sales Skills

You will be immersed in the proven eight step Ethical Sales Approach. You will also discover some Advanced Ethical Sales Skills, which will include how to present your Treatment Plans to patients who have different personality types. We will go through each step, separately and in depth, showing how to build relationships with each patient and how to get them on board.

#### Beyond Self Confidence

The most important trait in life is having bundles of self-confidence. You cannot influence others, unless you can influence yourself.

Even the most successful people in the world have moments when they lack self-confidence.

During the day, you will participate in five brand new exercises which are designed to further develop self-confidence, an essential component of every successful person.

#### The Power to Influence

As a dental professional the most important skill you possess is the ability to influence others.

Your success in business and life is directly linked to how effective you are in interacting with and inspiring others. Every day you will need to influence patients, staff, suppliers and family members.

You will take part in six new exercises designed to take your communication skills to the next level. By the end of this day, you will be presenting effectively, communicating clearly and concisely, thinking on your feet and have the ability to sell to anyone.

## What's new in this Advanced Ethical Sales & Communication Skills programme?

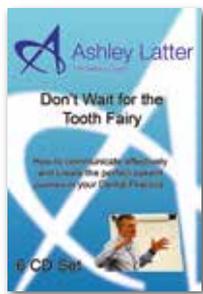
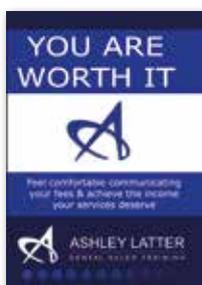
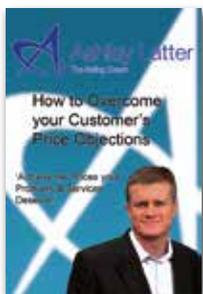
- Learn how to identify the four different personality types, build rapport with each one and understand what influences their buying decisions.
- Further build self-confidence. At the heart of being an effective influencer is your ability to be strong and confident in important situations. **You were not taught these skills at dental school.**
- A three step approach to sell effectively and get people on board. This will work exceptionally well whether it is with patients, clients, team members in a staff meeting or even people close to you.
- New material and concepts Ashley discovered as a Dale Carnegie International Master Trainer.
- Advanced Communication Skills. By the end of the programme you will be able to get your point across concisely, with less waffle and be able to think on your feet in pressurised situations.
- Refresh the eight step Ethical Sales & Communication Process that you have learnt on the two day programme.

“ The more I take your programme, the more I learn and discover new concepts that I previously missed. I have taken your programme five times in the last four years, it is not surprising that my treatment plan acceptance has increased year on year over these years. ”

Stephen Jacobs  
Owner of Dental FX

## Why should I take this programme?

- ➔ Five one-to-one sessions with Ashley.
- ➔ Hear the best consultations conducted in the UK today. Find out what works to get the best results. You will leave with a complete blue print to a perfect consultation to use daily in your own practice.
- ➔ Guaranteed increase in self-confidence that you have never experienced before.
- ➔ The programme is being strictly limited to 20 delegates, allowing plenty of opportunity to network and build relationships with some of the most forward thinking dental professionals in the UK.
- ➔ Refresh the most important skills of them all - Ethical Sales & Communication.
- ➔ Receive over £225 worth of CD's and DVD's - a brilliant resource to be utilised in the future.



## Your investment...

➔ **only £495 plus vat**  
or 6 payments of £85.00 plus VAT

(less than half the price of the  
Two Day Ethical Sales & Communication Programme)

To book your place, call 0161 724 8728  
or visit [www.ashleylatter.com](http://www.ashleylatter.com)



Church House, Church Green, Radcliffe,  
Manchester M26 2QA

### Your investment includes:

- ➔ One full day 9.00a.m. - 7.00p.m.
- ➔ 10 hours CPD
- ➔ Set of six CD's 'Don't Wait for the Tooth Fairy' of the whole two day programme as a reminder
- ➔ DVD - 'You Are Worth It-How to communicate your fees with confidence and achieve the income your services deserve'
- ➔ DVD 'How to overcome your clients objections and have more of your patients say YES'
- ➔ Manual
- ➔ Lunch and Refreshments