



ASHLEY LATTER  
DENTAL SALES TRAINING

Unique to the dental industry

## The Ethical Sales & Communication Programme

Enhance your communication skills and  
deliver the dentistry that you love to do  
and your patients WANT.



“ I didn't expect the results that I achieved...I am yet to have a patient not accept a treatment plan! ”

Jaswinder Gill, Principal Dentist  
Moonlight Dental

This programme is legendary in the U.K. dental world and is probably the most sought-after programme in dentistry today.

I have delivered this programme worldwide to over 7500 delegates, including dentists, treatment coordinators, specialists, orthodontists and team members.

## Ask yourself these 4 questions...

- ➔ Would you like more of your treatment plans accepted and paid for by your patients?
- ➔ Do you feel that your treatment is worth more than you are getting paid?
- ➔ Have you ever found yourself thinking of one fee in your head, but by the time it comes out of your mouth you have reduced it?
- ➔ Are you frustrated that you are unable to deliver the type of dentistry that you would love to do?



If the answer to any of those questions is

# YES

then I can definitely  
help you...



“ Every person in our practice has had Ashley’s training. His training is part of our culture every day when we communicate with our clients. ”

Gayna Horridge  
Treatment Coordinator, Cahill Dental Care Centre

## During your two days you will..

- Build instant rapport with your patients - get them to like you instantly.
- Know how to ask the right type of questions in the correct order.
- Understand the six emotional reasons why patients buy cosmetic treatment.
- Present the language that excites your patients and gets them to take action NOW.
- Eliminate waffle and technical-knowledge jargon forever.
- Communicate with self-confidence, clarity and reassurance.
- Discover 15 strategies around feeling more comfortable discussing fees, achieving the income that your services deserve.
- Develop a five-step approach to overcome all your patients’ concerns and objectives in a very ethical manner.



- Be confident in gaining commitment from your patients. Make closing easy and seamless.
- Learn how to ask for referrals and build a pipeline of the right type of patient to your door.
- Create a world-class patient journey in your dental practice.
- Develop a more positive attitude of success and accomplishment.

“ You don’t know what you don’t know until you’ve seen and heard it...Take the plunge, you won’t regret it and it will pay for itself. The week after, I booked in over £20k of new implant treatments. ”

Andy Denny  
Cosmetic Dentist, Twenty 2 Dental



“ Superb...I have come back with my head buzzing with new ideas. I have already started to put things into action! ”

Catherine McCanny  
Specialist Orthodontist, St. Michael's Orthodontics

## A bit about me...

In 1998, I was fortunate enough to have two dentists participate in one of my Ethical Sales courses – from this moment on I quickly realised there was a need for a course that focused solely on communication: communicating treatment benefits without getting too technical, gaining commitment from the patient, talking money with confidence and building great rapport.

I've not looked back since, delivering a two-day programme that 'uniquely' focuses on helping dental professionals to build a more profitable and sustainable business.

In my spare time I love nothing more than writing a good book! I've published three books, all focused on helping dental

practices with their communication skills and creating the perfect patient journey.

My other passions surround my family - my two children Enrica and Martina, my wife Graziella and our dog Sandy; we regularly enjoy a weekend walk together in the Lake District. Being a northern lad, I'm also a keen Manchester United fan where I've been a lifelong season ticket holder. I'm an avid charity fundraiser and always on the look out for a tough challenge - recently completing marathons and walking the 3 Peaks in 24 hours.

So, I guess you could say I see myself as a business coach, father, husband and thrill seeker!



“It was worth every penny and I would encourage not just dentists but all the team to attend. It will stretch you, make you think and see the power of understanding why patients come to see us and how we can help them make responsible decisions about caring for their mouths.”

James Goolnik  
Dentist and owner, Bow Lane Dental



## My promise to you...

I am confident that after taking my programme you will be equipped with the necessary tools and self-confidence to be much more comfortable communicating your fees ethically, see an uptake in treatment plans and achieve the income your services deserve.

If, after the course, you feel that it is not the most beneficial course you have ever been on, then I will refund every single penny back to you, absolutely no questions asked!



Church House, Church Green  
Radcliffe, Manchester M26 2QA

# 0161 724 8728

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



“ I delayed going on Ashley's course for over a year...  
Oh boy, was I wrong!  
My conversion rates for treatments have soared!  
Don't make the same mistake I did - book on to Ashley's course NOW - not tomorrow or next week, but NOW! ”

Bill Schaeffer  
Specialist Dentist, The Implant Centre