



The Practice Managers Club

Being a Practice Manager can be one of the loneliest jobs in the world. It seems that no one understands what you go through, unless they do it themselves. The responsibilities are endless...managing and motivating your team, dealing with CQC and the ever-increasing bureaucracy, delivering good service, dealing with suppliers, marketing for new clients, making sure the bills are being paid and much more. It can sometimes be 24 hours a day, seven days a week.

Over the last few years, both Alistair and Ashley have been delivering Practice Managers courses all over the UK and the feedback from our clients has been extremely positive. They now tell us they want a further programme for forward thinking Practice Managers, who want to work together, network with other PMs, develop themselves and take the next step of the journey to success.

Therefore, please allow us to introduce the Practice Managers Club to you...



The Practice Managers Club

This is a year-long programme for forward thinking Practice Managers who have plenty of wisdom, are committed to their personal development, the profitability of their practice, enhancing their team and are **SERIOUS** about taking action to make a difference.

In short, you are looking for new ideas and a new level of thinking to improve your Practice, your personal development and your personal life.

The profile of the person who will benefit from this programme will include:

1. You are forward thinking and never stand still.
2. You want to climb the next rung of the ladder.
3. You are looking for new ideas and new levels of thinking to improve your performance.
4. You realise that to get better depends on your own personal development.

This programme is unique. Not only will you get the chance to network with some very sharp people, but you will also get a chance to develop new skills which will include:

- Motivating people to perform at a higher level.
- Creating the perfect team - get willing cooperation from them, how we need to communicate with them and how we can influence them to our way of thinking.
- Mastering the art of delegation – learn how to delegate certain aspects of your job to your team members and achieve better results.
- Improve your time management - get more done in the day and use your time more effectively and productively.
- Present to groups with ease, confidence and master the skills of getting ideas from your team and run effective and productive meetings.
- Marketing for new patients, have a blueprint to attract new patients, which will include the A to Z of a profitable website.
- How to sell your ideas through better memo / email writing and look at how best to use language in a written format to both colleagues and patients alike.
- Learn how to handle stress and worry, both personally and in business.

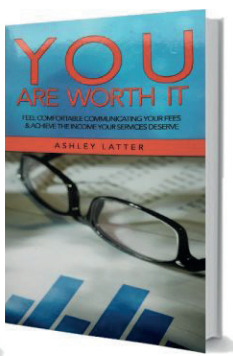
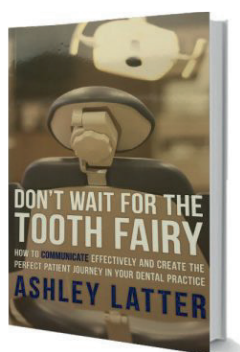
What is the format of the meetings?

The programme will meet one full day a quarter, at our Training Centre in Manchester. In the morning you will be coached in new skills and then in the afternoon we will work on any major challenges or issues that you are currently facing in your own practice/business.

This is where the power of the group really comes into play, as you will have a chance to receive input and ideas from some very experienced people. Imagine coming to the group with an issue and then receiving coaching and feedback from other Practice Managers who have faced similar challenges. Perhaps you need some help with marketing, someone in the group may not only advise you, but can give you the blueprint on how to do it. We have seen this happen before in previous meetings and these sessions can save you hundreds of hours and thousands of pounds.

What is included in the programme?

- Four full days, spread over a year.
- Manuals and support materials for everyone.
- Our books –
 - 'The Dental Practice "Jugglers" ' ,
 - 'Don't Wait for the Tooth Fairy' ,
 - 'You Are Worth It' .
- Four separate business books selected by us.
- CPD certificates.
- Strategic alliance and joint venture. Superb networking opportunities.
- Alistair Mann and Ashley Latter as part of your team for a year and unlimited coaching on request/on-going telephone coaching.
- In addition, you may attend any of Ashley's open courses free of charge; these include **Ethical Sales & Communication Programme, Advanced Ethical Sales & Communication Programme, Reception Programme** and finally the **Self-Confidence & Communication Programme** for the next two years.
- If that is not enough, you will receive Ashley Latter's brand new **Online Reception Programme** - How to turn opportunities into appointments.



What outcomes will be achieved?

- Increased knowledge, confidence and skills to grow a more profitable dental practice.
- On-going motivation and inspiration.
- Develop world class leadership and coaching skills.
- The sharing of best practices amongst a very highly successful group.
- Create a more positive attitude.
- Help and advice at the end of the telephone.
- New friends/social for life.
- Accountability and follow up.
- Learn from the best, so that you make fewer mistakes in your practice. Whatever problem or challenges you may face, someone in the group would have been there and can provide you with the answers.
- Work on key issues affecting your practice.
- Help and guidance outside the meetings.
- A seriously more successful you.

What is the investment?

Only £159 + VAT per month, for 12 months, payable by direct debit, per member.

(For the price of one large treatment plan, you can have world class development for a full year.)

What should you do next?

If you feel this is for you and you would like to enrol, or you would like to know more, please email Lissa at lissa@thesellingcoach.com or call her on 07974 463525. She will answer any questions you have and let you know the starting dates.

We hope you can join us. We promise, these meetings will be inspirational, motivational and in some cases could be life changing.

“ I joined the programme in May 2017 and it's been a great investment in both time and money and I would encourage any professional Practice Manager to join the Practice Managers Club which is dedicated to Practice Managers. I can honestly say it is this course that has taken a huge weight off my shoulders and I can tell you "it's liberating"!

The course has taught me to delegate and at the same time develop my team - Win Win. I can now dedicate more time to business planning, and instead of the old daily firefighting, I now have time to do the work that really makes a difference to the practice.

I am motivated in my role to do things differently and the results are showing right through the business. Patients and our team are benefiting, patient numbers are up by 10%, treatment plan acceptance is at an all-time high and patient reviews on our website are fabulous.

I would recommend this course to any Practice Manager who want to make a difference and say to you... don't hesitate in taking the opportunity to enrol on this programme. Go with an open mind, learn new skills, embrace them, and use them in your everyday job. You will feel rejuvenated, motivated, you will achieve job satisfaction and a better work life balance.



**Lesley Holden, Practice Manager
at Sharoe Green Dental Practice, Preston.**

“ I’ve been with the practice for 8 years now and worked with Ashley for about 7 of those so I’ve been quite involved in a lot of the things Ashley does and I know that they work. That is why when the opportunity to join this club came along, I grabbed it with no hesitation.

All the ideas and tips that have been shared have certainly helped develop my skillset as a manager and leader. Also, it has been a fantastic opportunity to work with likeminded practice managers and business managers because it can be quite a lonely job – There is nobody else in your practice who does your job role and nobody who understands what you do. To be able to have a support system around you and others in your position is definitely worthwhile and I would definitely recommend it to any practice manager.”

Claire Lord, Business Manager
at Southport Road Dental, Chorley.

“ If you are thinking of joining the Ashley Latter Practice Managers Club then stop thinking about it and book your place. If you leave it too late and miss out, you will be kicking yourself for 12 months when you see how well your competitors, who did join the programme, are doing. This is seriously the best money you will ever spend on a course.

There are so many reasons why this club has been the best thing I have ever done, but the main reason is being able to sit in a room with other managers who know and understand exactly what it is like to be a practice manager and can relate and empathise with our worries and problems. It is such a relief to be able to bring a problem to the table that seems totally unsolvable and have other managers offer solutions and support that will actually work. Outside the sessions our Whats App group gives 24hr access to pick the brains of likeminded managers, and find out what they are doing to stay on top. In addition to this Ashley, Alistair and the entire team are there for you throughout this amazing journey and I can honestly say I have met friends for life from this group.

Unlike every other course I've been on, Ashley, Alistair and the team do not just stand at the front of a room and preach what you should be doing. They break it all down and show you how to do it, and you could not learn from anyone better than Ashley and Alistair who have worked with, and transformed so many practices. If you are looking for enlightenment and inspiration, then this is the course for you. Trust me, you'll have so many light-bulb moments you'll be able to light up your practice for the next decade.

As for me now, I'm doing the job I actually want to do, and my team are doing the jobs they should be doing. I'm happy because I'm not juggling a million things and actually have time to plan and do the job I love. Whilst the team are all thriving with their new responsibilities and fresh outlook.”

Lorraine Browne, Practice Manager
at Belmore Dental Implant Clinic, Northern Ireland.

“ I was slightly sceptical initially regarding joining the Club especially with it being held in Manchester however I am so pleased I did. I have thoroughly enjoyed working with Ashley, Alistair, and their team. I have found the course material very good, the mentoring approach excellent and working/sharing ideas with other Practice Managers extremely helpful. Each day attended exceeded my expectations and betters the one previously attended, and I love the assignments given that reinforce what was discussed and learnt, ultimately building my knowledge.

I would thoroughly recommend anyone thinking of booking to do so and tap into Ashley and Alistair's knowledge and expertise. A great way to gain innovative ideas on how to increase patient numbers and revenue and ultimately provide exceptional customer service.”

Kerry Scott, Practice Manager
at Waterden Dental, Surrey.