



## 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 Lucie 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 run effective appraisals and raise the performance of your team members
- AND SO MUCH MORE

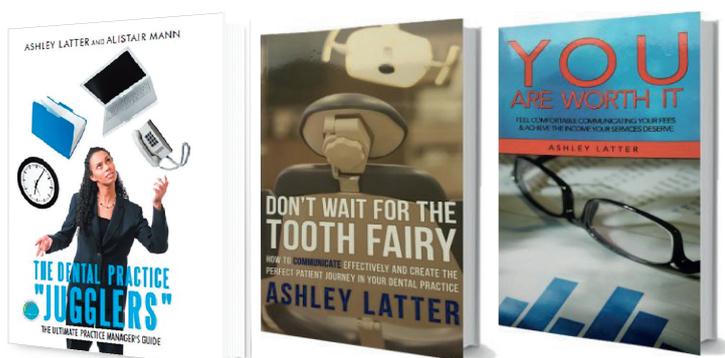
## What is the format of the meetings?

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.
- Lucie Simic 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.
- Whats app group.
- 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@thesellingcoach.com](mailto:lissa@thesellingcoach.com) or [ashley@thesellingcoach.com](mailto:ashley@thesellingcoach.com)

We 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.

## Lucie Simic

Lucie has worked in the dental industry for nearly a decade, helping practices increase their turnover and deliver exceptional customer experience with five-star service.

Lucie's background is working with words. First starting out in journalism, producing news broadcasts for the BBC, Lucie moved into newspapers before switching roles to focus on marketing and the newly emerging social media channels at the time.

Lucie started working alongside Mike and Lara Hesketh at The Exeter Dental Centre in 2014 a year after they had purchased a three-chair practice turning over £500k. Lucie took charge of implementing the strategic plan for the business, leading the team and ensuring the efficient day-to-day running of the practice. Within three years it was transformed into a seven-surgery referral hub with over 40 staff and turning over more than £2 million. Lucie enabled the owners to step back from the business and ultimately sell to Bupa Dental. After the sale, Lucie spent six months dealing with the inner workings of the corporate machine, gaining an invaluable insight into corporate dentistry.

Since then, she has gone on to assist many practices around the UK with their own journey, including the launch of a new squat practice, assisting with another practice buy-out and much more.

“ Ashley Latter’s Practice Managers Club is the best! I’ve just completed Day 3 of 4 and everything about the course has been fantastic. Ashley has packed the course with a real variety of skills and techniques to learn and develop, and I’ve come away with lots of ideas which I’ve already implemented and I’m already seeing great results. Our other trainer, Lucie Simic, is really inspirational and because she’s worked as a very successful Business/Practice Manager she can really speak from experience and knows what works to make a truly fantastic dental practice. One of the best aspects of the course is training alongside other like-minded practice managers. Very early on Ashley instilled in all of us a problem-solving mindset so our group discussions are incredibly productive and so you come away not just feeling positive but that you have the solutions to your problems. Thanks Ashley. Thanks Lucie.”

[Luisa dalla Riva, Market Place Dentistry.](#)

“ 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.

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.” [Lorraine Browne, Practice Manager at Belmore Dental Implant Clinic, Northern Ireland.](#)

“ I would thoroughly recommend anyone thinking of booking to do so and tap into Ashley’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.](#)

“ 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.](#)

“ Great day this week on the Practice Managers Club Training Day. We had Lucie as a guest speaker and how wonderful to listen to someone so passionate about what she does and who wants to share her success with us all. Lots of fab ideas to take away and to inject that enthusiasm into all we do at Smiles Ahead. Thank you for a great day Ashley & Lucie.” [Michele Hunt, Smiles Ahead.](#)