

# Shimmin Pearls



**Shimmin Consulting** is proud to present an INTENSE, 2-Day Power Training Workshop for doctor and the entire team. Our workshop will dive deep into everything from leadership and management to clinical training. This will be held in Seattle, WA., Sept. 22-23, 2017. Visit us on our website for registration and additional information. [www.ortho-consulting.com](http://www.ortho-consulting.com)  
**SPACE IS LIMITED-REGISTER TODAY!**

## Upcoming Schedule

Please see my upcoming schedule and reach out to me if I am in your area. I would welcome the opportunity to meet with you personally.

- 4/17-18 Honolulu, HI
- 4/21-25 San Diego, CA
- 4/27 Spokane, WA
- 5/2-3 West Columbia, SC
- 5/9 West Hartford, CT
- 5/10 Newburgh, NY
- 5/15-16 Mercer Island, WA
- 5/19 Clinton Township, MI
- 5/24 Cincinnati, OH
- 5/31-6/1 Vancouver, BC
- 6/14-15 Eau Claire, WI
- 6/19 Issaquah, WA

## Connect With Us

Remember to connect with us on Facebook, Google+ and LinkedIn by clicking the icons at the bottom of this email, and stay up-to-date on upcoming events, workshops, and information for your practice.



## In This Issue

- AAO 2017
- Upcoming TNT Workshop
- Facing Objections to Starts
- Upcoming Schedule
- Connect with Us

**My team and I will be in San Diego this week for the annual AAO Session! Don't miss my lectures and make sure you stop by our booth! (#620)**



My scheduled lectures on **“Unlocking Your Practice Potential”** will give you a lot to think about. You don't just want your practice to survive, you want your practice to *thrive*! In this fast-paced and dynamic presentation I will teach you how to inspire and motivate team members through effective leadership and clear expectations, with high levels of accountability that deliver results. Through effective goal setting, bonuses, understanding what reporting to evaluate each month and correctly tapping into your team's talent, I will show you how to achieve exponential productivity gains. I will teach you how to enhance your employees' strengths and minimize their weaknesses to create real breakthroughs in sales, leadership and the culture of your team. I will teach you master leadership techniques, how to utilize reports and understand the what, when, and how of practice financial reporting, including adjustments, percentage of productions you're collecting, past due patients and insurance delinquencies. I will show you how to implement effective bonus structures and how to use them to motivate your team. You don't want to miss this! Stop by **Shimmin Consulting's** booth (#620) for a schedule and more information.

## Facing Objections to Starting Treatment Using the Power of Scripts

We've all dealt with objections when dealing with starting new patients. Scripting can be a very valuable tool for the entire team to use to combat objections. When your team is prepared for anything the patient or parent may say, it gives them a confidence in your practice, knowledge and skills. Whether it's time, money, primary teeth, or talking to a spouse, you can script these scenarios so your team is well prepared and dramatically increase your same-day starts! Here is an example of one of **Shimmin Consulting's** scripts we use in our practices with great success. *“Mrs. Green, I can understand your husband wanting to be a part of this decision. I can give him a call now and review Dr.'s concerns and recommendations for Tyler, as well as be available to answer the questions that Mr. Green may have. I also have the ability to email him these photos and treatment video for his review. I would like to go ahead and complete Tyler's records today and get him started, which will avoid you having to come in for an additional appointment.”*