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\$100 VISA CARD!

Facebook "Like" Competition

From now until the end of February, the team at *Shimmin Signature Consulting* will be doing a Facebook "like" competition. All you need to do is go to our Facebook page:

www.facebook.com/ssignatureconsulting and press "like". You can also click on the Facebook icon at the bottom of this email.

You will automatically be entered into a drawing for a \$100 Visa card and be posted on our website. Don't miss out on this opportunity to win and stay connected with our schedules and pearls for your practice. Contest ends on February 28th, so don't wait!

Connect With Us

Also, please 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 and information. We will be posting regular updates on what I am doing and keeping you up-to-date on important information for your practice.

Understand your 2015 Practice Goals

A synchronized team is a team that has created a united process that generates additional new patients, promotes the doctor, the recommended treatment and non-contract products at all times, raising the practice's profitability. When your team understands the practice's goals and their role in achieving those goals, you see tremendous growth. Set your 2015 goals and make them available and clear to each team member, so they can all have a stake in working towards a common result.

Marketing your Business

With marketing reaching new heights in recent years, it's hard to know what options are right for you and your business. Our team at *Signature Consulting* can help! Our experts specialize in a marketing outreach that will not only maximize your efforts in 2015, but your bottom dollar as well. *Signature Consulting* provides customized marketing plans, community & print media marketing, and social media training & management of the business, so you can sit back & relax knowing our team is taking care of you in 2015 and beyond!

2015 Lecture Series

My new lecture series for this year, takes a deeper, more interactive look at my 2014 Invisalign Summit lecture on psychological sales and team synchronization. I will be returning to many of the locations I visited last year and creating an experience for your entire team that will provide role-playing, scripting and letter templates in a workshop style environment. Please ask your reps about when I'll be in your area. I look forward to continually providing information and processes to improve your patient experience, employee commitments and practice profitability.

Programs and How They Can Increase Productivity

For 2015, the team at *Signature Consulting* has created and developed new training programs for you and your staff. In addition to the programs and services already offered on our website, we also have new programs around complete treatment profitability reporting, practice profitability scheduling and how to manage your overhead and practice costs. Please reach out to me regarding information and a complementary phone call regarding these and other services I can help your practice with in order to reach your maximum potential.