



C3ResultsGroup
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When Dentists want Results

1 (800) 710-7273 www.c3results.com

Special Report

Leading in a Down Economy

The time since the economy turned bad has flown by and if you are like most, you are faced with challenges in the Dentistry marketplace that were not anticipated. Have you been taking advantage of the opportunities before you, and get stronger during a down market?

Follow our LEAD Principles and have a surprisingly good year!

- Lead the Way - Energy, Mindset, Focus - the Leader sets the tone. Create a team of Leaders through clarity of purpose. Keep your head in the game and focus on what will make a difference. Soar with Eagles who are doing the same.
- Extend Your Reach - Continue to Market your practice. Let people in the community know you are there. Speak at the local Kiwanis and Rotary Clubs. Upgrade your website. Get your practice in the Public Eye through effective, low cost Cause Marketing.
- Adapt & ASK - Customize. Work with your team and your patients to help people solve their total problems. People buy for their reasons not yours. Find out about your patients and their desires. SMILE and touch each patient's heart. Meet them where they are – without assuming you understand. ASK !
- Develop Your Team - Make sure that every team member is at the top of their game, including the dentist! Communication Training, Practice Management Support, Clinical Excellence. Practices grow in a down economy by taking advantage of every asset in their practice and finding the hidden productivity. Allow professionals to assist you in this treasure hunt.



At C3 Results Group, we are committed to these 4 Principles. Our programs address these four critical areas. In addition to the powerful, info-taining, seminars we are known for, we also have a library of over 50 Training Programs that can be customized to your practice, in your town, on your schedule. Call Us.

We are here to make this your Best Year Ever!