

Munster Branch Irish Dental Association



Invites you to lectures by
Chris Barrow

Dental practice coach and motivational speaker

In Maryborough House Hotel

Monday 27th March 2017 at 7.00pm

Tuesday 28th March 2017 at 9.30pm- 1pm



Chris Barrow has been active as a trainer, consultant, coach and mentor to the UK dental profession for over 20 years. Chris combines long experience and deep expertise with the originality and independence needed to resolve the thorniest problems. Naturally direct, assertive and determined, he can reach conclusions quickly, as well as possessing the sharp reflexes and lightness of touch to innovate, change tack and push boundaries. As a speaker, he is dynamic, energetic and charismatic. Chris spent the first 17 years of his working life in the corporate sector and followed this with 29 years of business ownership. The different dynamics of both worlds have given him the valuable gift of knowing how to operate – and communicate – in both.

Monday 27th March 2017 at 7.00pm

Treatment co-ordination and ethical selling - 90 minutes

The role of the treatment coordinator is one of the fastest growing jobs in dentistry. A good TCO can save you time, enhance the patient experience and improve sales conversion and average case size. Even if you do not use a TCO in your practice, understanding the psychology of the sales process is mission critical for you and your clinicians. Chris will explain just what makes people comfortable to buy products and services that are appropriate, affordable and desirable and how best to structure your treatment plan presentations.

The Patient Experience - 90minutes

From the very first visit to your web site, through telephony, front desk, consultation, delivery and after-sales, the patient experience can create a brand ambassador - a patient who becomes an unpaid member of your sales force. Chris will deconstruct every step of the patient journey and advise you on the moments of truth that will create a patient for life.

Tuesday 28th March 2017 at 9.30pm- 1pm

The Personal Stuff – 3 hours

Owning your own business can be the most exciting and the most challenging aspect of your life. Exciting because you are creating your own personal and professional vision and because you have the freedom to succeed or fail. Challenging because every boundary you have between your personal and professional life will be tested. In this session, Chris will look at the top 10 mistakes that business owners make – leading to stress, exhaustion and lack of balance. He will also then share with you the top 10 solutions used by his most successful clients to create a balance that allows them to enjoy the fruits of their labour.

To book, log onto www.dentist.ie and select “Book CPD Event” from the menu bar