

**“Talk Money with Confidence & Achieve the  
Prices your Services Deserve.”**

**Ashley Latter Presidential Study Day and Exhibition**

**Wednesday 2 September 2009**

**Prested Hall, Colchester**

*Dear Colleagues*

*Does any of this sound familiar?*

*Would you like to have more of your treatment plans accepted and be paid well for the work you do?*

*Do you think your treatment is worth more than you are getting paid?*

*Are you a bit afraid to ask for the correct fee and are concerned the patient will think you are "ripping them off"?*

*Do you often find yourself justifying your fees?*

*Have you ever been in the situation where you have reduced your fees without even being asked to, just because you feel that the patient will not or cannot pay you?*

*If the answer is YES then please come and join us on 2<sup>nd</sup> September.*

**Michael Webster**  
President BDA Essex Branch

**Programme**



**08.30 - 17.30 including breaks for Lunch,  
Refreshments and Exhibition Viewing**

**Outcome and objectives of the programme for  
you and your staff**

- Understand that price is not the issue, but an issue
- How charging less, devalues the brand
- Develop a new way of communication to your Patient that creates value and excitement
- Feel more comfortable talking money with your Patient. Communicate with Confidence
- Discover why Patients buy and in some cases don't
- Understand the value of evidence
- Learn why you get price objections
- Build stronger relationships with your Patients
- Introduction to Ethical Sales & Communication.

**Earn up to 6 CPD Hours**



**Event Organisers: Exhibition Management Limited**

Tel: 01488 657070 • Fax: 01488 657755 • E-mail: [info@eml-ed.co.uk](mailto:info@eml-ed.co.uk) • Web: [www.eml-events.co.uk](http://www.eml-events.co.uk)

## Ashley Latter

Ashley is now one of the most sought after speakers and Coaches on the U.K. dental scene. Over the last 10 years, over 4000 delegates have taken Ashley's Two Day Ethical Sales & Communication Courses and he specializes in partnering with forward thinking Dental and Orthodontic Practices to improve the performance of the dentists and their teams, which leads to improved business results and bottom line results. He specializes in delivering the Ethical **Sales & Communication Programme**, **Creating a World Class Patient Journey**, **Creating a High Performance Team** and also works with a very forward group of dentists and Orthodontists on the **Serious Players Club**, which is an **Entrepreneur group**.

During the last 5 years Ashley has spoken at most of the major conferences in the U.K. and these include **BDA Conference** in 2005, **B.A.C.D.** in 2005, **W.A A.C** in 2006/2008, **Better Practice** in 2007 and **British Orthodontic Conferences** in 2006 and 2007 & the **A.D.I** Conference in 2007. This year he is delivered **Talking points** in May 2009 to over 6000 delegates all over the U.K. Ashley has also written a book called '**Helping Patients to say YES**' which was launched in the summer of 2007 and has featured in over 100 articles in various Dental Magazines.

Ashley delivers over 150 workshops a year and typically spends 80 nights a year travelling. When he is not working he lives in Manchester with his wife Graziella and his two children Enrica and Martina. He enjoys walking, keeping fit and spending quality time with his family.

## Exhibition

Leading dental suppliers will be on hand displaying a wide range of products and services of interest to the dental profession.



## Additional Information

Please view <http://eml-events.co.uk/event/essco> for all other information regarding this event.



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