



Have Them at Hello!™

*The Lioness Approach to
Instinctively Great Phone Skills*



Katherine Eitel & Associates • PO Box 423 • Aguanga, CA 92536
Ph: 800-595-7060 • Fx: 951-346-3524
info@KatherineEitel.com • www.KatherineEitel.com

1. Telephone Etiquette Basics:

a. **Attitude vs. Technique** – It takes both!

b. **Smile...It's your paycheck:**

- i. They CAN hear it in your voice.
- ii. *"It's not the employer who pays the wages. Employers only handle the money. It is the customer who pays the wages."* Henry Ford

c. **Slow Down:**

- i. Don't let them "hear" you sweat!
- ii. Take a breath and shift all your attention to your potential patient

d. **On-hold message**

- i. Check it often
- ii. Music/message combo
- iii. Male/Female alternating voice
- iv. No direct advertising
- v. Educate rather than advertise

e. **Exceptional After-Hours Message:**

Thank you for your decision to call the dental office of Dr. Sarah Byron in San Jose, where we specialize in creating beautiful, radiant smiles for our patients. We are unable to take your call at the moment, but look forward to giving you the smile of your dreams. Please leave a confidential message of any length including your name, phone number, and, if you'd like, what it is about your smile you'd like to improve. We'll return your call and take the time to understand your unique concerns. If this is an emergency, we are concerned about you and ask that you please dial 222-2222 so one of our team members may respond to you quickly. Again, thank you for calling and we look forward to helping you!

f. **During the day (Exceptional):**

Hello. Thank you for calling Dr. John Howard. We're creating beautiful smiles for our patients and we apologize for not being able to take your call personally. Please leave your name and phone number and we will devote our attention to you just as soon as possible. Thank you again for calling and make it a wonderful day.

g. **For Team Meetings:**

We are currently attending an educational meeting to improve our practice and the care we give our patients. We will return to the office at 10:00 a.m. and we would love to return your call.

h. **Juggling Multiple Callers** (Patient Flow/Proper Staffing Formula (single-doctor practice))

	<u>Office 1</u>	<u>Office 2</u>
Average Patients / Day	14	36
<u>x Minutes Processing</u>	<u>x 10</u>	<u>x 10</u>
Total Patient Minutes	140	360
Total Minutes Worked / Day	480	480
<u>- Patient Minutes</u>	<u>- 140</u>	<u>- 360</u>
Minutes Available for other admin tasks	340	120
	(5.5 hours)	(2 hours)

2. Confirmation Calls:

a. Prep

- i. Call in the morning
- ii. Call work numbers first (unless patient requests otherwise)
- iii. Cancellation history – have immediately accessible for every call; preferably electronically and not requiring paper chart.
- iv. Four key verbal skills (below)

b. Confirmation Call Dialogue

- i. Use provider name
- ii. “Dr. Smith asked me to call you and tell you that he’s looking forward to seeing you...”
- iii. If cancellation problem in the past: “We’ve reserved this time especially for you and have no other patients scheduled with Sara at this time.”
- iv. “I’m sure it won’t be a problem but I wanted to remind you that we do require 24 hours to change your appointment without a fee.”

3. Cancellation Control

a. Acceptable excuse: Clearly sick, death in family, car accident, etc.

i. Be very caring and gracious

b. Lame excuse:

i. Never be rude but... Don't make it 'okay'!

"...Are you sure there's no possible way you can make it?"

ii. Look at cancellation/broken appointment history

iii. 3-strikes system (below)

c. Three Strikes System

i. Strike One: **Waive** the fee but mention it specifically (at least \$75)

Also, warn the patient of a fee charge next time.

"Mrs. Patrick, I'm sorry to hear that you won't be able to keep your appointment with Beth. I know that she was looking forward to seeing you for your professional cleaning. I'm going to go ahead and waive the \$75 rescheduling fee for you which we normally charge without 24 hours notice. Let's try to find a time when you're sure you can make it because I won't have the authority to waive this fee a second time."

ii. Strike Two: **Charge** fee and mention pre-payment next time...

"Mrs. Patrick, I understand that you've had a hard time keeping these appointments. Just like us, you obviously have a very busy schedule. As you remember, I was able to waive our \$75 rescheduling fee last time but unfortunately I will have to charge it this time. I'm happy to reschedule you again but I want to make sure we find a time that you are sure will work for you because if you were to experience the same trouble again, Mrs. Patrick, we would need to have you prepay a nonrefundable reservation fee in order to reschedule."

iii. Strike Three: (You're Out! 😊) **Prepayment or Quick Call List**

"Mrs. Patrick, I understand that you've had a hard time keeping these appointments with our hygienist, Beth, due to your busy schedule. However, the 10:00 appointments that you have reserved are very popular times with our other patients and I have already waived our \$75 rescheduling fee once before. We do want to see you for your appointment and I could reschedule you in one of two ways: We can put your name on our quick-call list and give you a call when we have an unexpected change in our schedule or you can choose to prepay for your appointment as a non-refundable deposit to reserve your time with our hygienist. Which would work better for you?"

- a. Cancellation Resolution
 - i. Remember to use the word *"Opportunity"* vs. *"Cancellation"*
"We've had an opportunity become available to see you sooner..."
 - ii. Access these resources (in this order) to fill a cancellation:
 - a. Patients in office / on schedule
 - b. Quick Call List
 - c. New patients forward
 - d. Move "like appointments" forward
 - e. Pending treatment

4. Patient Reactivation

- a. Preset time to work on patient reactivation every week.
- b. Use electronic records.
- c. Prep before making actual calls:
 - i. Find and make note of the next six openings, identifying openings today or tomorrow or the hardest-to-fill times as priorities.
 - ii. Review your key phrases and recommended dialogue (below).
 - iii. Smile! Assume success! Enjoy this activity and your growth within it.
 - iv. Key Verbal Skills:
 1. Use the provider's name.
 2. "Recently reviewed your chart... "
 3. Offer appointments using the "alternate of choice" technique (2 choices) and avoid asking a "yes or no" question such as "Would like to go ahead and schedule that now?"
 4. Don't leave the reason for your call on a message machine... simply ask that the patient call you back for an issue you'd like to discuss...
 5. Use 'power words' like:
 - a. Professional cleaning or healthy-mouth cleaning vs. cleaning or prophylaxis
 - b. Periodontal maintenance vs. perio recall
 - c. Periodontal therapy vs. SRP
 - d. Active infection / disease progression

"Good afternoon, Mr. Talbot. This is Katherine from Dr. Coleman's office. Your hygienist, Sara just reviewed your chart and your last appointment was on June 3rd last year. She was concerned about an area of active infection on your lower right side and the fact that you are overdue for your professional cleaning and preventive exam. She asked me to give you a call and let you know she could see you for that appointment on March 5th at 11:00 or 1:00. Which would be more convenient for you?"

5. New Patient Telephone Calls

- a. What's your objective?
 - i. Determine a match
 - ii. Set an appointment
 - iii. "Wow!" the patient

- b. Four steps to a great call:

- 1. Rapport**
- 2. Questions** (symptomatic)
- 3. Promote** (your practice) and close for appointment
- 4. Details**

- 1. Rapport** – Build a relationship with the patient quickly.

- ii. Get their name right away and use it often throughout the call.
- iii. Hear them as a person not an appointment, a tooth, or a dollar bill.
For example: (If patient just moved to area) *"What brought you to Seattle, Mrs. Jones? How do you like it so far? We're so glad you're here."*

- iv. Be truly friendly, warm, and welcoming.

- v. Show and reflect back empathy before offering a solution to a toothache or other concern.

"Gosh, Mrs. Jones, that sounds really painful. I'm so sorry you've had this trouble and it's kept you from sleeping the last few nights. I'm so glad you called us. I know Dr. Smith will want to see you and get you feeling better right away."

2. **Questions:** Determine patient needs through questioning
 - i. Don't let the computer screen guide your call. Use a customized telephone call intake sheet. Email us at info@KatherineEitel.com for a **free, customizable sample phone call intake sheet**.
 - ii. Do not begin with detail questions about address, phone, birthdate, employer, social security number, etc.
 - iii. Get yourself in the "questioning seat" as soon as possible. Try not to say "no" in the beginning of your call.
 1. How much is a crown?
 - a. Instead of saying, *"I'm sorry. We don't quote fees over the phone. You'll have to come in first for an exam."*
Try, *"I'd be happy to try to help you, Mr. Jones. I want to be sure that I give you accurate information so would you mind if I asked you a few questions first? Are you experiencing any discomfort or sensitivity? ..."*
 2. Are you a provider on my plan? (PPO)
 - a. Instead of saying, *"No, I'm sorry. We are not a provider on your plan."*
Try, *"Yes, you can absolutely utilize your insurance benefits in our office! We are considered an out-of-network (unrestricted; non-preferred) provider on your insurance. I'll be happy to explain how it works in our office but first, so I can schedule the correct appointment, would you mind if I asked you a few questions first? Are you experiencing any discomfort or sensitivity?"*

3. Can I get my teeth cleaned?

- a. Instead of saying, *"No, I'm sorry. We don't clean teeth first. To determine the type of cleaning you'll need, our doctor requires you to come in for a comprehensive examination and x-rays."*

Try, "I'd be happy to schedule an appointment for you! In order to schedule the right appointment and the correct amount of time, would you mind if I asked you a few questions first? Are you experiencing any discomfort or sensitivity? ... "

- iv. Remember: The symptomatically-based questions that you ask are NOT to diagnose anything! In the case of the new patient phone call, these questions are simply to determine two things:

1. Appointment: What appointment is best and necessary?

- a. You determine the correct appointment by asking symptomatically-based questions that reveal where your patient falls on the "urgency scale."

- b. It will almost always be one of these three appointments:

- i. Comprehensive Exam
- ii. Limited (emergency) Exam
- iii. No-Charge or Low-Charge (Meet and Greet/ Consultation) Appointment (very good for relentless shoppers or highly-anxious patients)

2. Hot Buttons: What emotional hot-buttons can be identified in order to "sell" the perfect fit between patient and practice in Step 3?

- v. How many questions should you ask?
 - 1. As many as it takes to get the *"Aha! I know the perfect appointment AND I know what's important to this patient in order to sell my practice to them as a perfect fit!"*

- vi. Mirror the patient's pace
 - 1. If the patient speaks fast and seems to be in a hurry...
 - a. Pick up your pace to match theirs. Get to the point quickly.
 - 2. If the patient has a slower, more deliberate pace and lots of questions...
 - a. Slow your pace and respond carefully and empathetically.

- 3. **Promote** solutions: Your practice and (close for) their appointment.
 - i. Sell practice and appointment with enthusiasm!
 - ii. It's not up to the patient to sell themselves on you... it's up to you to sell them on you!
 - iii. Tie the solutions and attributes of your doctor and practice to their problems and to only what the patient cares or is concerned about.
 - iv. The transition from step two (Questioning) to step three (Solutions) can sound something like this:

"Beth, based on what you've just shared with me, you're having some mild sensitivity to cold on that lower left tooth, it's been a while since you've seen a dentist, and you want to stay healthy and prevent any future problems. You also have some concerns about how much all this is going to cost you and being able to comfortably afford what you need. Did I get that right? Great then! ... I'd like to invite you in for a comprehensive examination with Dr. Connor."

"Let me tell you what that would include. Dr. Connor will take a comprehensive look at your teeth and gums, of course, will pay particular attention to that lower left area that's sensitive. He will also assess the health of your jaw joint and your bite, as well as a screening for oral cancer. At that time, he will assess what type of hygiene appointment you would need and exactly how much time to allow so we don't waste your time in any way. I know you will be very pleased with how thorough and complete Dr. Connor's exams are and how much he customizes his treatment recommendations based on

your concerns and objectives. He is an excellent dentist, a great listener, and a really caring man. It's an honor to work for him! Afterwards, you and I can sit down and discuss how we can make the dentistry you need affordable for you. We have lots of different payment options and I'm positive we can find one that will be perfect for your situation.

Dr. Connor has an opportunity to see you for that appointment Wednesday at 3:00 or Thursday at 11:00. Which one fits your schedule best?"

4. **Details:** Gather the necessary information to complete the call AFTER you've secured and scheduled the appointment. Details include things like:

1. Insurance Issues

"Will you be receiving any assistance from an insurance company?"

2. Quote fee range for appointment

a. Only quote fees (or fee ranges) for appointments and procedures for which you are scheduling the patient. Avoid quoting fees for procedures for which you are not scheduling the patient.

3. Pre-Med considerations?

4. Dental records

a. If the patient has had dental records taken within the window of your protocol, let them know that it would be great to have those available at the appointment if they could bring them. If they hesitate, offer to retrieve them for the patient.

5. Address, phone numbers (including cell) and email.

6. Welcome packet

a. Let the patient know you'll be sending a welcome packet but always make it a benefit to the patient ... not a benefit to you.

"Jane, I'll be dropping our welcome packet in the mail to you later today. In it you'll find lots of great information about our practice as well as some additional information

about those implants you were inquiring about. There are also some registration and health history forms that you can fill out in the privacy of your home and where you have access to all your medications. Filling these out and bringing them to your appointment on Thursday will save you time and allow us to see you quickly when you arrive.

7. Directions: Give clear directions including exact mileage and landmarks.
8. Reconfirm the appointment – make sure this is one of the last things you do along with reassuring they've made a great decision in scheduling this appointment and scheduling it with your practice!
- v. The transition from step three (Solutions) to step four (Details) could sound something like this:

"You've made a great decision! May I get a few details from you to make your visit easier and more efficient..."

c. Emergency Callers

1. These callers can be great patients, production, and referral sources!
2. I love emergencies! Unlike shoppers, they have a greater sense of urgency to come when you say and pay what you say. More than anything, they want to feel better or have their child or loved one feel better.
3. Remember to express real concern and empathy for these patients first.
4. Your job is to schedule this patient correctly by determining if this really is an true and urgent emergency or rather a patient with an important but non-emergency concern.
5. The best way to determine if this is an urgent emergency is to ask the question, *"How soon can you be here?"* The patient's answer to this question is one of the greatest clues as to whether this is a patient that must be seen right away and squeezed into your schedule or whether you can schedule them a little further out at the next convenient time.

6. Here are possible answers and responses to the question above:
 - a. Patient: *"I can be right there!"*
 - b. Administrator: *"Great! We have a full schedule of patients today but we will do our best to work you in. You may have to wait as much as 2 hours but we'll do our very best to get you comfortable just as soon as we can."*
 - c. Patient: *"Oh, I couldn't possibly be there before 4:30. I have to take my daughter to ballet first."*
 - d. Administrator: *"No problem, the first available appointment we have to see you is either Wednesday at 11:00 or Thursday at 1:00. Which would work better for your schedule?"*

6. The Proof's in the Pudding

- a. Call conversion
 - i. Media-generated 50-75%
 - ii. Patient / professional referrals 90-100%
- b. Open Appointment % (NPs) < 20%
- c. Treatment Acceptance (NPs) (dollar ratio) 3:1



LIONESS TRAINING

BRING OUT THE GREATNESS IN *YOUR* TEAM

Katherine Eitel is the master trainer to whom hundreds of healthcare consultants have turned to become great trainers themselves. Whatever your road blocks, Katherine will help get your team to the next level, thinking for themselves, truly caring about patient service and becoming strong leaders in your practice.

LIONESS LEARNING OFFERS **CORPORATE AND IN-OFFICE TRAINING PROGRAMS.**
NO LONG-TERM CONTRACTS REQUIRED. GUARANTEED RESULTS. TRULY CUSTOMIZED.

OPTION 1: *We Come to You*

CUSTOMIZED PROGRAMS: ANNUAL PROGRAMS, 1 – 2 DAY WORKSHOPS, TELEPHONE COACHING

Utilizing special training exercises and testing components, our trainers' understanding of Adult Learning assures that your investment pays off fast!

- ✓ Hard hitting and lots of fun!
- ✓ Lets you still be you -- no canned scripts
- ✓ *Really works* and the training sticks
- ✓ Doesn't spend time on what's already working
- ✓ Creative answers / personal motivation

OPTION 2: *You Come to Us*

Lion Camp TEAM RETREATS

You can do it. Lion Camp is the place. Join us in San Diego, CA at the world famous Wild Animal Park for a team retreat that will change your practice and professional life forever! Create a team that takes responsibility, makes decisions, speaks with confidence, fully supports each other, gets results, and has a blast doing it!

- ✓ Leadership
- ✓ Patient Communications
- ✓ Conflict Resolution
- ✓ Teamwork

OPTION 3: *Learn at Your Leisure*

AUDIO TRAINING AND FORMS PRODUCTS

WHEN YOU RAISE THE BOTTOM LINE.... YOU SHINE! Learn HOW with our easy-to-use, clearly defined methods for **exceptional phone calls** (Have Them at Hello!™) AND **presenting financial options** to patients (It's How Much?!™) to see immediate and measureable results.

CHOOSE FROM THESE TOPICS OR TALK TO US ABOUT YOUR OWN:

- Improved Telephone Skills
- Financial Arrangements / Conversations
- Frequent Cancellations / Broken Appointments
- Productive Scheduling
- Perio Therapy Compliance
- Pending Treatment / Overdue Recalls
- Treatment Presentation
- Teambuilding
- Better Meetings
- and much more!



(800)595-7060

info@KatherineEitel.com
www.KatherineEitel.com

CALL US TODAY! WE CAN HELP.

Have Them at Hello!

Phone Skills for the Exceptional Practice



“How much do you charge for a crown?”

“Are you on my insurance plan?”

“Can’t I just schedule a cleaning?”

meanwhile...

Three lines are ringing...

Two patients are being dismissed...

And your head’s about to explode!!

We can help.

*“I was already pretty good on the phone but with Katherine’s program...I **became outstanding!** My doctor definitely noticed the difference which was a nice bonus at my review. She makes it **very non-threatening**. I’d highly recommend it for anyone wanting to improve their job performance.”*
~ Rochelle T., RDA/Scheduling Coordinator

This program makes it **fun and easy** to:

- Convert more calls to appointments
- Increase return on investment and subsequent referrals from advertising callers
- Keep patients from canceling
- Improve success with:
 - Price Shoppers
 - Insurance-driven patients
 - Emergencies
 - “Cleaning only” patients
 - Pending Treatment Calls
 - Hygiene Reminder Calls
 - Confirmation Calls
- Learn 4 easy steps to a great call
- Juggle multiple calls with finesse
- Have patients hanging up saying, “WOW!”

*This training **increased advertising ROI significantly**. Call conversion increased from 70 % to 94%; no-shows dropped from 31% to 13%! I loved it!*

~Dave Berger, D.D.S.

Phone Skills Training

\$195

- **Two Audio CDs**
Learn an easy-to-use, clearly-defined method for answering or making exceptional patient phone calls. (length: 100 minutes)
- **Interactive Team Workbook**
Step-by-step instructions complete with essential phone slips forms.

Training Call Package

\$695

- **Training Call Service**
This call helps celebrate areas that are working well and gives clear guidance for those that need improvement. Included is one copy of the call, a written analysis, and action plan. *Have Them At Hello Audio CD & Workbook Set (above) is included...* a \$195 value!

In-Office Phone & Front-Line Verbal Skills Training

A fun, action-packed, and transformational day of customized in-office training for your team. (Includes the Audio CD Program, Team Workbook, Training Call Service AND Master Forms!) Call us for a customized quote.

CALL TODAY!



*Receive a **FREE 2 month subscription to Frontline Focus** with any purchase!
(NEW monthly electronic audio newsletter)*

(800) 595-7060

It's How Much?!

Financial Conversations for the Exceptional Practice



“Can you just bill me?”

“Do you take payments?”

“I had no idea it would be this much!”

Tired of being the “Money Lady”
patients try to avoid?

We can help.

“For years I struggled with making good financial arrangements and getting patients to say “yes” to large treatment plans. This training helped me get improved results with patients...and a raise!”

~ Michele V., Financial Coordinator

This program makes it **fun and easy** to:

- Shift from the "Money Lady" to "Financial Counselor"
- Help your doctor "close on treatment" before you "close on money"
- Filter the financials through the patient's emotional triggers
- Set up a consult room that actually works
- Lower Accounts Receivable
- Use financial verbal skills that increase collections AND production
- Increase pre-payment for large and small treatment plans
- Eliminate being the "bank"
- Collect more at the time of service
- Use forms that reduce patient confusion
- Become the shining star in your practice!

“After taking advanced cosmetic courses, we needed advanced financial presentation skills and we found it! As my team made the shift to financial advocate, not only did our collections improve but also our overall production and acceptance of larger cases. This is an easy and awesome training tool!”

~John Buzza, D.D.S.

Financial Conversations Training Program \$195

- **Audio CD**
Learn an easy-to-use, clearly-defined method for presenting financial options to patients. (length: 60 minutes)
- **Interactive Team Workbook**
Step-by-step instructions complete with essential customizable forms on CD-Rom (MS Office Required).

In-Office Front-Line Verbal Skills Training

A fun, action-packed, and transformational day of customized in-office training for your team. (Includes the Audio CD Program, Team Workbook, AND Master Forms!) Call us for a customized quote.

CALL TODAY!



*Receive a FREE 2 month subscription to **Frontline Focus** with any purchase! (NEW monthly electronic audio newsletter)*

Raise the Bottom Line.....and You Shine!

Exceptional Verbal Skills for Everyday People

Have Them At Hello!

Phone Skills for the Exceptional Practice



essential phone slips forms.

Learn an easy-to-use, clearly-defined method for answering and making exceptional patient phone calls with this **Audio CD program**. The accompanying **interactive team workbook** provides step-by-step instructions complete with

It's How Much?!

Financial Conversations
for the Exceptional Practice



This **Audio CD program** makes it fun and easy to shift from "The Money Lady" to "Financial Counselor".

The accompanying **interactive team workbook** provides step-by-step instructions complete with essential customizable forms.

Master Forms

for the Exceptional Practice



Master Forms is a collection of **letters, forms, monitors, signs, and announcements** representing 15 years of actual, practical consulting in progressive, growing dental practices across the country. These forms and letters are meant to be customized for your practice. Along with **over 100 files on CD-Rom**, you will receive full-color, paper copies of each document.

Forms Packages

for the Exceptional Practice



Customizable forms, letters, monitors, signs and announcements! Includes a paper copy of the forms and files **on CD**.

- Annual Business Plan and Insurance Independence
- Charting and Documentation
- Financial Arrangements
- Hygiene Department
- Patient Reactivation
- Personnel Leadership
- Phone Skills
- Team Meetings

TeleClass Recordings

Verbal Skills for the Exceptional Practice

Listen in to these **recordings** of recent life-changing **workshops** and have your questions answered by the industry's leading dental communications skills expert. Best of all, you can listen to your TeleClass CD when it fits your schedule! (Includes a handout from the course.)



- **Connecting the Dots**
Treatment presentation made simple (and lucrative!)
- **I Only Want the Cleaning My Insurance Will Cover!**
Create **perio therapy compliance** beyond insurance coverage.
- **I need to cancel my appointment again!**
Eliminate **cancellations and broken appointments** from your schedule.
- **Stop Bugging Me!**
Convert patients with **pending treatment** and **overdue recalls** to appointments without bugging them to death.
- **How Much Do You Charge For a Crown?**
Convert more **price shoppers** to appointments and weed out the "Lookey-Loos."
- **Are you on my plan? My insurance pays 100%!**
Telephone skills that eliminate the **insurance barrier**.

The Lioness Principle:

Bring Out The Leader in You!

In this **live keynote presentation**, participants will learn how to:

- Teach new information to your teammates so they really get it!
- Identify the one "story" that holds you back from the results you crave and deserve
- How to develop the "leader" inside every member of your team
- Motivate you and your team to do more, enjoy more and BE MORE!



800-595-7060

www.KatherineEitel.com
info@KatherineEitel.com

KATHERINE EITEL
Motivational Speaking Frontline Coaching

Item #	Product	Unit Price	Qty	Total
Have Them at Hello! Phone Skills for the Exceptional Practice				
PHS 102	Phone Skills Training Program Audio CD/Interactive Workbook	\$195		\$
PHS 103	Additional Team Workbook	\$75		\$
PHS 101	Phone Skills Training Call Package	\$695		\$
PHS 104	Additional Training Call Service	\$545		\$
It's How Much?! Financial Conversations for the Exceptional Practice				
IHM 101	Financial Conversations Training Program Audio CD/Interactive Workbook	\$195		\$
IHM 102	Additional Team Workbook	\$75		\$
Forms for the Exceptional Practice				
MFD 101	Master Forms CD-Rom and binder	\$495		\$
Forms Packages Special Offer: Any 4 Forms Packages for the Price of 3				
FRM 101	Phone Skills	\$75		\$
FRM 102	Patient Reactivation	\$75		\$
FRM 103	Financial Arrangements	\$75		\$
FRM 104	Hygiene Department	\$75		\$
FRM 105	Team Meetings	\$75		\$
FRM 106	Charting and Documentation	\$75		\$
FRM 107	Annual Business Plan Development/Insurance Independence	\$75		\$
FRM 108	Personnel Leadership	\$75		\$
TeleClass CDs Special Offer: Any 4 TeleClass CDs for \$150				
TLS 101	Connecting the Dots (treatment presentation)	\$45		\$
TLS 102	I Only Want the Cleaning My Insurance Will Cover! (perio compliance)	\$45		\$
TLS 103	I Need to Cancel My Appointment... Again! (cancellations/broken appts)	\$45		\$
TLS 104	Stop Bugging Me! (pending treatment/overdue recall)	\$45		\$
TLS 105	How Much Do You Charge For a Crown? (price shoppers)	\$45		\$
TLS 106	Are You On My Plan? My Insurance Pays 100%! (insurance barrier)	\$45		\$
Miscellaneous				
PPB 101	Powerful Practice Book: Strategies for Dental Practice Success	\$25		\$
TTK 101	Trainer's Tool Kit	\$195		\$
TLP 101	DVD: The Lioness Principle: Bring Out The Leader In You!	\$59		\$
				Subtotal: \$
				Less Discount: \$
				Sales Tax (CA Only) (7.75%) \$
Shipping and Handling: \$10 Ground; \$15 Second Day; \$20 Next Day; \$20 Canada mail:				\$
Total:				\$

Sold / Ship To:	
Name:	
Company:	
Address:	
City ST Zip:	
Phone:	
e-mail:	
Payment Information:	
Check:	Make payable to Katherine Eitel and Associates
Credit Card:	<input type="checkbox"/> MC <input type="checkbox"/> Visa <input type="checkbox"/> Am Exp
Card #	_____ exp _____ / _____
Signature	


KATHERINE EITEL
Motivational Speaking Frontline Coaching
 PO Box 50490 ~ Mesa, AZ 85208
 info@KatherineEitel.com
Fax: 951-346-3524

(800) 595-7060
www.KatherineEitel.com