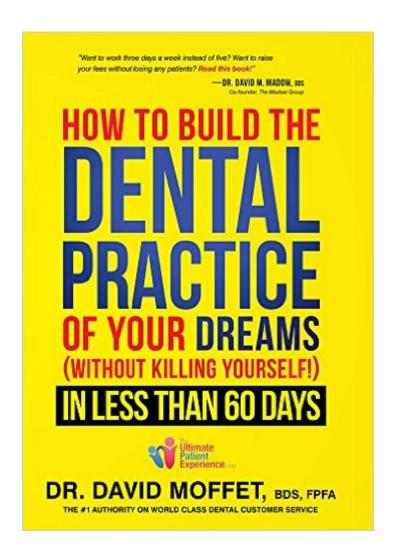
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How To Build The Dental Practice Of Your Dreams: (Without Killing Yourself!) In Less Than 60 Days





Synopsis

Dr. David Moffet is aninternational expert in dentalpractice management. With over 32 years of dental experience, he hasdeveloped a simple, practical, and incredibly effective way of increasing the number of patientsyou see... the amount of money you charge...and the percentage of large case revenues yourpatients will happily accept. In some cases, Moffetâ ™s strategy has resulted in over \$100,000 inadditional cash flow in just weeks. All you need is a decent team and his secretweapon, â ceThe Ultimate Patient ExperienceTM.â •The UPE is a unique, low-cost system of uniquepatient engagement that is incredibly easy to putin place. In fact, one of Moffetâ ™s strategies costsless than \$40 to implement, and you can have itup and running by the end of business, today. The Ultimate Patient Experience has allowed Dr. Moffet to:â ¢ Sell his dental practice for a cool \$2.75million - for which he collected 80% incash, 20% in stock...â ¢ Consistently increase his prices (10.55%per year, on average) while retaining over90% of his patients...â ¢ And DOUBLE his cold phone conversion rates, using a strategy that will take you less than 10 minutes to set up...Inside these pages, youâ ™II discover exactly howDr. Moffet accomplished each of these things, and how you can, too.â œFor decades now, I have recommendedMichael Gerberâ ™s E-Myth Revisited as thego-to entrepreneurial guide. After reading David Moffetâ ™s How To Build The DentalPractice of Your Dreams (Without KillingYourself!) in Less Than 60 Days, I now saythat same thing to any and all dentists. DavidMoffet walks his talk and has not only builta thriving and successful dental practicebut a life of wonder and enrichment as well. Anyone aspiring to build both a thrivingdental practice and life, READ this book. Ithas all the secrets to such success!â •â •Jack DalyCEO, JackDaly.netâ œDonâ ™t just read this book. Use this book. Dr.Moffet provides you the playbook, revealinghow to build a successful seven-figure practice while working four days a week for37 weeks.â •â •Shep HykenCustomer Service Expert andNew York Times bestselling Author of The Amazement Revolution a control based and passion for patient awareness and service. This book outlinesthe understanding of why you need tofocus on world-class service to fast trackthe success of your profession. The bookwill inspire you, motivate you, and keep youloving the world of dentistry, not dreading it.â •â •Kathy MetaxasDirector, Consultant, International Speaker, and Professional Motivatorâ ce This book not only teaches how to create the ultimate patient experience, it is agame plan on how to become a businesscustomers cannot live without. Moffet didexactly that and now shares how you cantoo. Everyone in your organization needs toread this book.â •â •John R. DiJulius IIIAuthor of The Customer Service Revolutionâ œDavid Moffet encourages his readers to letno one ever come to you without leavingbetter and happier. His premise is simple:the secret to success is not a secretâ |workhard, shift your thinking, and add real

valueto peopleâ ™s lives.â •â •Dr. Ronald F. Arndt, DDS, MBA, MAGDMaster & Board Certified CoachTHE DENTAL COACHâ œThe best dentists and practices alwayswant to be better. David Moffet can give youthe tools to continue building your dreampractice year after year while enjoying morefreedom to enjoy your other life.â •â •Linda MilesFounder, Linda Miles & Associates;Founder, Speaking Consulting Network;Cofounder, Oral Cancer Cause (a 5013c)â œA practical guide based on decades ofexperience. Dr. Moffetâ ™s advice is clear,accessible, and applicable, and the book isfun to read. Whether youâ ™re just starting yourpractice or youâ ™re looking for that next stageof growth, this book will help.â •â •Dr. Howard Farran, DDS, MBAInternational Lecturer and Publisher/Founder ofDentaltown Magazine

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Customer Reviews

I'm not a dentist, I'm a marketing consultant. But over the last 16 years I've worked with enough dentists and dental specialists that I have an interest in keeping somewhat current within this marketplace. I ordered this book because I'd heard a buzz about it from a number of different clients, and I wanted to see what the fuss was all about. To be honest, with a title like this, I was expecting a hyped up version of "Get a website, get people to go to your website, talk about how you're different, and make sure you answer your phones!" conventional wisdom you see in most dental consultants books. Boy, was I pleasantly surprised - the book is quite different from what I was expecting. For starters, Moffet is a consultant who was actually a former dentist himself. He spent 30 years in the trenches running his own practice. And because of a few very clever customer service

systems he developed, his practice was incredibly successful. Having these systems made him a perfect acquisition target, and he wisely sold out for a small fortune - something few dentists get to do. This book is a detailed look at the customer service strategies that were responsible for Moffet's success. Few things I liked about the book: 1. First of all, it's very well-written, and it's written in a warm and conversational tone. You feel like Moffet is actually "speaking" directly with you, not preaching or lecturing like some holier than though dental guru. Moffet comes across as pleasant, kind, and extremely considerate. And most of the strategies he reveals, are all based on this same "service" mentality. It's easy to see why Moffet's practice was so successful.

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