



ONBOARDING & PROGRAM INFORMATION



POWERED BY:



WEBSITE

TheClosingInstitute.com



ABOUT PROGRESSIVE DENTAL

Progressive Dental (PD) is a full-service marketing and coaching agency. Unlike other marketing agencies, we are completely dental-specific, which means that we are fully equipped to market GPs, specialists, and multi-office practices. All our services, including consulting and continuing education, are in-house, but we do more than provide isolated marketing services. We are dedicated to creating targeted marketing campaigns, developing quality staff training, and building strategies around your practice's goals and growth. PD has become one of the fastest-growing companies in the industry, due to constant innovation, growth and long-term client retention. PD ranked on Inc. 5000's list of fastest-growing private companies in America in 2016, 2017, 2018, and 2019 and on Inc. 500's list in 2014 and 2015. The company has partnered with some of the largest dental organizations in the country and continues to offer its full range of services to dental clinicians around the world.



WHAT IS THE CLOSING INSTITUTE?

The Closing Institute is for serious and motivated dental practices that are looking to grow their business, increase productivity, and maximize their profits.

OUR REVOLUTIONARY TRAINING PROGRAM IS UNLIKE ANY OTHER IN THE DENTAL INDUSTRY.

It was specifically designed to convert and close patients seeking dental implant and full arch treatment. Even though this program is focused around the role of a treatment coordinator, anyone involved in the treatment planning process for high-dollar cases will benefit from the lessons and the skills they will soon develop.

Since we cover the new patient process from acquiring the patient to closing the case, each and every member of your practice will benefit.



WHAT TO EXPECT

EXCLUSIVE SALES TRAINING

The Closing Institute provides a full range of curriculum to master specific skill sets in the psychology of patient influence, sales follow-up protocols, patient education techniques, creative funding strategies, and everything you need to know to specifically close dental implant and full-arch cases in your practice. Throughout our program, you'll learn the exact blueprint on how to grow your revenue in these cases, and you'll also have access to all the tools necessary to execute the systems with no complications.

MENTORSHIP & ONGOING COACHING

Our mentorship program is performance driven and will help identify specific areas of the sales methodology you may need extra help with. Monthly coaching calls, peer mentoring meetings, goal tracking, and real recorded consultations give us tremendous insights used to mentor on an individual basis. Our expert guidance will help build high confidence that leads to masterful sales skills.

CERTIFICATION & CURRICULUM

Our unprecedented curriculum, strategies, and prestigious certification will transform your Treatment Coordinators into top performing CLOSERS.

ONLINE UNIVERSITY

The Closing Institute's Online University offers a wide range of benefits that are critical to protecting your training investment. We will teach you sales concepts and strategies that will drive real growth without any need to travel!

Our modules can be conveniently completed on a lunch break or in the comfort of home. One of the key benefits of online sales training is that it allows you to go back and cover modules over and over again, so nothing is lost or forgotten.

THE KICK-OFF BOOT CAMP

The Closing Institute Boot Camp is a 2-day, immersive, kick-off event for doctors, office managers, and treatment coordinators. The primary objective of this event is to help each of you understand and maximize each other's roles within the treatment planning and sales/closing process.

**IT WILL NOT ONLY INSPIRE
AND IGNITE YOU AND YOUR
STAFF BUT WILL ALSO GIVE
YOU A FIRM FOUNDATION TO
START DRIVING FULL-ARCH
IMPLANT CASES IN VOLUME.**

SOME CONCEPTS YOU'LL LEARN:

- Advanced Full-Arch Marketing Techniques and Best Practices
- The Psychology Of A TRUE CLOSER
- Standardization of The Sales Process
- The Art of Influence
- Identifying and Overcoming Acceptance Barriers and Limiting Beliefs
- Creative Financing Options
- Follow-up Strategies, Technologies, and Tools
- Getting Unscheduled Treatment Back In The Door and Moving Forward, and Much More!



THE CLOSING INSTITUTE BOOT CAMP

Clearwater, FL



Las Vegas, NV



THE CLOSING INSTITUTE CONTACTS

Veronica Makowski
Director of Continuing Education
Phone: 727-286-6211
Veronica@progressivedental.com

Kirsten Jacobs
Marketing & Events Coordinator
Phone: 727-286-6211
Kirsten@progressivedental.com

Susanne Hunt
Continuing Education Coordinator
Phone: 727-286-6211
Susanne@progressivedental.com

Event Hours

FRIDAY

7 - 8 AM
Attendee Check-In

8 - 10 AM
Lecture

10 - 10.30 AM
Break

10.30 AM - 12 PM
Lecture

12 - 1 PM
Lunch

1 - 3 PM
Lecture

3 - 3.30 PM
Break

3.30 - 5 PM
Lecture

5 - 7 PM
Cocktail Hour

SATURDAY

7 - 8 AM
Attendee Check-In

8 - 10 AM
Lecture

10 - 10.30 AM
Break

10.30 AM - 12 PM
Lecture

(Times are subject to change)

5 QUESTIONS TO DETERMINE THE EFFICIENCY OF RUNNING A SUCCESSFUL FULL ARCH PRACTICE

DOES YOUR FRONT DESK HAVE THE TRAINING TO KNOW HOW TO HANDLE PATIENTS' OBJECTIONS WHEN CALLING ABOUT PRICE OR INSURANCE TO PROPERLY TRIAGE UNQUALIFIED LEADS AND MAXIMIZE DOCTOR PRODUCTION?

DOES YOUR TEAM KNOW HOW TO BUILD GOOD RAPPORT WITH PATIENTS WHILE STREAMLINING EFFICIENCY AND PRESENTING VALUE?

DOES YOUR TEAM PRESENT YOUR PATIENTS WITH ALL OF THEIR FULL-ARCH OPTIONS WITH CONSISTENT VERBIAGE AND PROCESS EXPLANATIONS?

DO YOU PROVIDE 3 OR MORE FINANCING OPTIONS TO HELP PATIENTS FIND AFFORDABLE WAYS TO FUND TREATMENT OVER \$60,000 OR PATIENTS WHO ARE NOT APPROVED BECAUSE OF THEIR CREDIT SCORE?

ARE YOU SETTING YOUR PRACTICE APART FROM YOUR COMPETITION? WHY SHOULD THEY MOVE FORWARD WITH YOU?

PATIENT INTAKE FORM

WHAT ARE YOUR MAIN DENTAL CONCERNS & WHAT BRINGS YOU IN TODAY?

HOW ARE THESE CONCERNS IMPACTING YOUR LIFE ON A DAY-TO-DAY BASIS?

WHAT ARE THE MOST IMPORTANT FACTORS/QUESTIONS THAT YOU WANT CLARITY ON PRIOR TO MAKING A DECISION TO MOVE FORWARD WITH TREATMENT?

ARE YOU THE PRIMARY DECISION MAKER FOR DENTAL OR HEALTHCARE DECISIONS?

HAVE YOU SEEN ANOTHER DOCTOR FOR YOUR CURRENT ORAL HEALTH CONDITION? IF "YES, "WHAT WAS YOUR TREATMENT PLAN?
