

Becoming a New Patient Magnet!

From First Contact to the First Adjustment



Chiropractic Performance Summit

Presented by DC Mentors with:
Dr. Frank Sovinsky, Dr. Cecile Thackeray, Dr. Douglas Sea

Most chiropractic practices today are failing,
not necessarily going out of business, but *failing to fulfill the Doctor's vision.*

Are You...Frustrated because your chiropractic practice isn't where you thought it would be by now?

Dr. Sovinsky will reveal a mind-set that will free you from the tyranny of the unprofitable, unproductive, perpetual routine: juggling patients, hiring staff, firing staff, doing everything that needs to get done. Drawing on over 25 years of experience both being a chiropractor and advising chiropractors, Dr. Sovinsky provides revolutionary, practical, and enlightening insights on how to produce the best real-world results not only in your practice, but more importantly, in your life.

We're excited to add a **NEW!** TEAM BUILDING session Friday afternoon!

After an enlightening morning of SEMG training, we'll be heading to the great outdoors to introduce a challenge and opportunity for personal discovery, greater awareness of others and lasting empowerment for all those who participate. Push past the comfort zone, into the growth zone. (This session is an elective part of the CPS experience, see registration form for details)

Saturday's Session:

Real World Solutions for the Chiropractor's Dilemma

How to become a **new patient magnet** - Finally, a way to eliminate the anxiety associated with getting new patients, satisfying them and keeping them around once their pain is gone.

What Impressions Do Your New Patient Presentations Make?

What do your patients say to themselves after you leave the room?

Do they say, "Wow, I have a solution and I can't wait to tell . . ."

Or, do they say, "I'm really disappointed and confused, I expected much better from this doctor."

What Do Poor New Patient Presentations Really Cost?

You squander the time of the exam, the preparation, the rehearsal and the delivery. You lose the patient. Worst case scenario, your hard-earned reputation suffers. In all these instances, a valuable opportunity is lost, and for no good reason.

You won't want to miss this chance to hone your skills and get real world feedback. Practice this weekend and bring it home Monday morning.

Doctor's program will show you

- How to make a lasting impression during the exam
- How to deliver a concise report in 5 minutes without selling and get enrollment, not just compliance.
- How to inspire a referral without feeling like you are selling.
- How to eliminate patient confrontations and handle any patient objection easily
- How to attract a steady *stream of new patients who want to be in your office.*

Career training for today's Chiropractic Technicians will teach them:

- How to become a leader who commands authority in and out of the office
- How to be an integral part of the new patient experience
- How to take charge of the financial discussions
- How to build synergy at the office and at home
- Personal Growth and empowerment

Call today to ensure your spot **800-570-5272**

Or fill out attached registration form



P.O. Box 8126 , Tahoe City, CA 96145
info@dmentors.com

May 19 & 20, 2006

Squaw Valley, CA
The Village at Squaw Valley



Tentative seminar hours:

Friday: **SEMG training**
9:00 AM to 12:00 PM
Team Building (Optional)
1:00 PM - 6:00 PM

Saturday: **CPS**
9:00 AM to 7:00 PM

Early Registration by April 19, 2006

Entire office \$ 495.00
Team Building Option: \$ 95.00/each

Registration after April 19, 2005

Doctor or 1st person from an office \$595.00
Spouse or staff \$ 95.00/each
Team Building Option: \$125.00/each

For lodging phone
888-767-1907

Mention Chiropractic Performance Summit

Special rates for this seminar
One bedroom suite \$139
Two bedroom suite \$239

These rates are available until April 19

Special room rates are available two days before or two days after the seminar if you'd like to get some skiing in while you're here.

Airport transportation is available through
Squaw Creek Transportation (866) 909-RIDE or
North Tahoe Executive Shuttle (866) 583-7685. Call for rates.



**THE VILLAGE AT
SQUAW
VALLEY**

REGISTRATION
(Please Print)

Chiropractic Performance Summit

May 19 & 20, 2006

Doctor's Name _____

Address _____

City _____ State/Prov. _____ Zip/Postal Code _____

Telephone _____ Fax _____

E-mail _____

Participant's names	Early Registration – Before April 19, 2006			Registration		
	Registration	Team Building	Total	Registration	Team Building	Total
	\$ 495	\$95		\$595	\$125	
	Free	\$95		\$ 95	\$125	
	Free	\$95		\$ 95	\$125	
	Free	\$95		\$ 95	\$125	
	Free	\$95		\$ 95	\$125	
	Free	\$95		\$ 95	\$125	
Total Early Registration fee				Total registration fee		

Payment method (check one): Amex Visa MasterCard Discover

Card # _____ Exp. Date _____ / _____

Signature _____

Make checks payable to DC Mentors and mail to P.O. Box 8126, Tahoe City, CA 96145

Or Phone: (800) 570-5272 (530) 584-1904 fax

Cancellations and refunds: Cancellations made after 2 weeks prior to the start of the program will be charged 45% of the total seminar fee per participant. No shows will be charged the full price of the seminar