

Practice Plateau Busting

Life impacting adjustments,
not office visits



Chiropractic Performance Summit

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

While on the surface we may refer to the day to day adjusting experiences as routine, there is nothing routine about them. If you have been in practice for any length of time you will appreciate the rigorous reality that patients hire or fire you every day. They may never verbalize it because most patients “vote with their feet.”

**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.

Saturday's Session:

Real World Solutions for the Chiropractor's Dilemma

Smart Talk

We'll utilize the Universal Patient Language, DISC, and the power of analogies, these *adjusting Dialogues* will build trust, inspire compliance and stimulate referrals.

Learn how to address 40 common objections that patients throw at you during the last minutes of their visit. Expertly handle these objections and gain an hour a day for more patients.

Learn how to use analogies to paint a picture for your patients.

Interim Exams give the patient an opportunity to address any concerns or questions they may have regarding their care. It is an opportunity for you to assess how well your patient is assimilating the information that you have been providing. Armed with this knowledge you can make the appropriate changes in your teaching style and format.

Doctor's program will show you

- How to influence patients not control them during their adjustments
- How to communicate in the patients language
- How to address patient objections without being stressed
- How to let go of the patients who leave
- How to inspire referrals without asking for them
- How to implement and innovate systems for consistent growth
- How to recruit, hire, train and develop the right staff

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

- How to handle missed appointments with out confrontation
- How to use systems instead of personal energy
- How to handle patient complaints
- How to embody service consciousness
- How to make quicker decisions during the high volume times
- 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

November 8, 2008

Chicago, IL
The Hyatt Lodge



Tentative seminar hours:

Saturday: 8:30 AM Registration
9:00 AM to 6:30 PM CPS

Early Registration by Oct 8, 2008

D.C. and entire staff \$ 497.00
Students \$ 25.00/each

Registration after Oct 8, 2008

Doctor or 1st person from an office \$597.00
Spouse, staff or student \$ 97.00/each

For lodging phone
800-233-1234
Mention Chiropractic Performance Summit



THE HYATT LODGE
2815 JORIE BOULEVARD
OAK BROOK, IL 60521
(630) 990-5800

Special rate for this seminar \$99
These rates are available until Friday 10/16/2008

O'Hare International Airport Transportation - ORD
15 miles/20-30 minutes: Taxi service is approx.\$26.00 each way

Midway Airport Transportation - MDW
18 miles/ 30-40 minutes: Taxi service is approx.\$31.00 each way

REGISTRATION

Chiropractic Performance Summit

Saturday, November 8, 2008

Name _____
Address _____
City _____ State/Prov. _____ Zip/Postal Code _____
Telephone _____ Fax _____
E-mail _____

Participants Name (Please print)	Early Registration Fee Before Oct. 8, 2008	Registration after Oct. 8, 2008	
	\$497	\$ 597	
	Free	\$ 97	
	Free	\$ 97	
	Free	\$ 97	
	Free	\$ 97	
Student's name/Student's Spouse			
	\$25	\$ 97	
	\$25	\$ 97	
		Total	

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