

# CASE PRESENTATION:

HELP YOUR CLIENTS *WANT WHAT THEY NEED*

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Acceptance of ideal treatment is no accident. Fernanda outlines a systematic process for winning over today's demanding clients. In an era focused on health and esthetics, tying treatment plan benefits to your client's desires not only caters to their needs but also makes them feel that their treatment is specifically tailored to them. The presentation includes tips on finalizing the details and proper follow up ensure you reap what you have sown.

## FOCUS:

Building successful case presentations

## OBJECTIVES

- Gain the expertise to confidently increase your case acceptance of both needs and wants dentistry
- Promote and capitalize on cosmetic opportunities
- Review the Treatment Coordinator's role in case acceptance
- Learn strategies to gain credibility, influence and motivate your clients
- Understand clients' fears and perceptions
- Capitalize on non-verbal communication skills to read your client's mind

~ *ENROLLING CLIENTS IN OPTIMAL CARE -  
UNVEILED AND DEMYSTIFIED!* ~

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TO INVIGORATE  
YOUR NEXT MEETING!***

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