

Exit Planning and Passive Income

Speaker: Dr Phillip Palmer

Presentation Length: 45 minute



Dr Phillip Palmer will be talking about:

1. Current models for dentist exit planning do not take into account current monetary requirements for retirement. During this talk, we will analyse a number of different exit planning options, which need to be considered asap to take proper advantage of them;
2. One of these options is to never sell your practice, becoming an absentee owner and generating passive income;
3. This presentation will provide details to help you decide which exit strategy is right for you and how to make the most of the asset you have created in your practice.

Dr Phillip Palmer

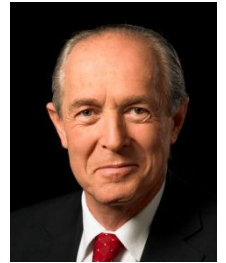
Up until early 2003 Dr Phillip Palmer ran a successful dental practice together with 3 other dentists and 3 full-time hygienists. He has been involved in teaching dental practice management since 1995, his activities culminating in forming Prime Practice.

Through Prime Practice, he has helped hundreds of dentists to reach their goals, increase their income, and enjoy their practices more. He has lectured extensively around Australia, New Zealand, Singapore and the US (and more recently India and China) on practice management topics and has a complete understanding of all the different management, financial and professional issues that face dentists in this country.

How to Motivate an Apathetic Patient... Without Sales Pressure

Speaker: Dr Michael Sernik

Duration: 45 Minutes



1. How to structure your conversation with patients so that you can never be rejected;
2. How to mold your patient's expectations so that they perceive their problem with appropriate concern and importance;
3. Set up your New Patient Exam so that your patient fully understands the consequences of their conditions and asks you for treatment.

Dr Michael Sernik

Dr Michael Sernik is a dentist who has combined his extensive clinical experience with a diverse corporate training background to develop a novel approach to dental practice development. After 23 years of clinical dentistry in Australia he moved into the world of corporate training and spent 10 years working throughout USA, Canada, UK, and Japan. He is a partner in: Prime Practice; DJS and PrimeSpeak.

Dr Sernik is the creator of the PrimeSpeak Seminars teaching advanced communications skills to dentists around the world. PrimeSpeak 3-Day Seminar has been presented to sold-out venues in Las Vegas, Singapore, New Zealand and in every state of Australia. This revolutionary technique means that dentists no longer have to sell treatment and never get rejected.