

Dental Consultant Master Academy
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Transcript - Week 47
Craft Your Speech Part IV

Hello, this is Debbie and welcome to this weeks Master Academy Training Video! This is Debbie and today I will continue talking about crafting your speech. This week I will talk about seeding your offers, getting testimonials and very important tips to make your speaking successful so you can sell when you do speak. I have also developed a tracking spreadsheet so you can track your ROI on speaking to sell and a top 10 tips for getting powerful testimonials from clients. So let's get started on this weeks training video!

When you are giving a live presentation or even a webinar seeding is the technique of planting valuable little tidbits of useful information that will come from your products or services you will be offering for sale some time during your presentation. It works wonderfully when speaking to groups and on webinars.

If done well, when you are planting your seeds you should create a hunger in the people listening so that they want more. You give them something very valuable and also let them know that more can be found in one of your products or by working with you in-office.

Another common mistake speakers make is to passionately provide value throughout an entire talk and then throw in the "sales part" at the last few minutes. They will often pull out a sales sheet and run through it quickly. Sometimes they do it so quickly that you're not exactly sure what they're talking about. They're trying to hurry as if they are doing something bad to you and need to get it over with. This shift in being definitely doesn't drive you toward them and what they're offering. In fact, it gives me the heebie-jeebies!

From the very beginning of my presentation, I establish a partnership with my audience. It allows me to unabashedly promote my offerings, without seeming salesy or pushy. In fact, it's fun!

Whether I'm speaking for 45 minutes or for two days, I establish a partnership with my prospects by letting them know number 1 that I have a limited amount of time with my audience, the information I am providing is very valuable and that this will transform their lives and businesses.

I also tell them that even though I have a limited amount of time with them, I have more to give them than I can possibly fit into the time we have together. Let them know you are going to give them as much value as you can possibly squeeze into our allotted time.

Tell your audiences that you will touch on subjects that you have more to say about, but not enough time to dive into and I will point out where they can get more on that subject.

This is what a true partner would do.

From the very beginning of my presentation, I establish a partnership with my audience

Using this approach right from the beginning has more benefits than I can begin to describe. Here are the top 4: number 1 if you seed as a partner from the beginning, you don't have to switch into "Sales Mode" when it comes time to talk about your products or consulting services. You've already given valuable tidbits from each of your products and pointed them out along the way.

Number 2 is that when it's time to present your special offers, you simply remind your audience that this is the product or consulting service that has the great information you gave them when you were talking about X, and this has even more valuable information beyond what you were able to share with them in the limited amount of time you had together.

Number 3 is that you don't have to describe each and every product when presenting your special offers since you have touched on each product while you were seeding. Thus, you don't end up with a long "sales part" at the end.

It relaxes because you have told them how it was going to go and what you were going to do, and you are doing it.

This is the best approach I've found for trainers, consultants and coaches who have a hard time being salespeople. When you are in partnership with your audience, you will truly want your audience to have the benefit of you offer beyond this course.

Now you are focused on serving them...rather than selling them.

A few words of caution for this to work, you have to believe in what you offer and you truly do have only a limited amount of time with your audience. You need to believe that it is a service to show them how it all fits together and where to get more. If you don't believe that, then you may not fully comprehend the benefits of what you are offering. You can't try to "do" this technique. "Partnership" is a place to come from.

Also, this is not about trying to squeeze a little plug for a product you want to sell or your consulting services where ever you can while you have the attention of your audience. This is about giving value and then pointing out where more can be found. You want to teach for a while, give some value and then, when there's an appropriate time to show someone where more value can be found, you show them in a consultative manner.

Imagine checking out a new restaurant and having the owner come out and read the menu to you. This would be informative at best. Now imagine that the owner comes out with a sample tray of the top five dishes the restaurant offers. You get to taste and smell the food and if it's good...you want more! It's the same when you're seeding. You can't just read the menu of what you offer. You need to give your audience a taste of your best offering, something they can sink their teeth into and immediately apply in their life. You need to give your audience a taste of your best offering, something they can sink their teeth into and immediately apply in their life and/or business life and/or business. Make it so good that they leave feeling served and having received tremendous value whether they bought or not.

When you seed well you leave your audience thinking, "That appetizer was so good...I can't wait to have the whole meal!" Seeding during long talks versus short talks
A client recently told me, "You now have only 35 minutes to speak" so I didn't have time to seed.

Quite the contrary! If you have only a few minutes, your opportunity to seed is even greater. Since you have a limited time with your prospects, you have a greater responsibility to provide quick and amazing value and then direct your audience to resources where they can get more. It would sound something like this: "From my research I have found that there are 10 practices that will undoubtedly create instant success in your life and since we have such a limited time together today I'm going to give you the first two so you can get started right way. I go into great detail about the other eight right here in my Instant Success Handbook, which I'll tell you more about before we finish up."

You give the first two practices, making sure they provide immediate value. Exploding with enthusiasm about the other eight, you drop a few juicy morsels about what's contained in the remaining tips. For example, "Oh how I wish we had time for the next one. It's the one thing that Donald Trump and Warren Buffet have said they couldn't survive without. And then there's practice number 7, wow! Oprah said it made the difference for her between just being rich and being rich and happy!"

Play with them. Tease them—like tickling a child. You have to bring forth your youthful spirit to do this. Then you say, "Okay, I'm not going to leave you hanging. I want you to have it all as much as you do. So today, you can purchase my and whatever your product or service is for x amount which is normally z amount and because you are here today I will also add an additional Z which is your bonus offer for them saying "YES" today.

Make sure right after you finish speaking to invite them to talk with you at the front of the room or at the back of the room if you have things set up there.

Even if you're not the one behind the sales table, move your body to that part of the room. You want them to easily transition from deciding to buy to actually doing so. When I do a webinar I have a link to my offer and I say it on the webinar and I have a link in their handout which is emailed to them a few hours before and I also send a cutesy email one hour before the webinar begins.

As you can see, I've now slipped from talking about seeding to talking about presenting your Irresistible Offer.

As you can see, the presentation that you give and the offers that you make at the end of your presentation need to coordinate. You need to reverse engineer when you are creating your talk to make sure you are seeding a majority of the products or services you will offer throughout your presentation.

The key is to have your audience feel compelled all along the way, so that by the time the special offers come, your audience can't wait to see what they are.

For your audience, the experience is like looking in a great store window that has their style, their kind of shoes, their kind of clothes. They can't wait to go in but they're a little apprehensive. They think that the merchandise is so good looking it will probably be very expensive.

Upon entering, they walk in and find a huge sale rack! They feel so excited because they already know this is what they want and now they can easily have it!

In a nutshell, here's how to create a partnership from the start. From the time you begin speaking be a partner in where to find more of what your audience likes. Plant those seeds when possible about how they can take a deeper dive with you. Give pieces of valuable information and then show which of your products would give more of the kind of value you just provided. Remember that you can't just read a menu of products and or services you offer but you need to give your audience a taste and make them want the whole meal. Coordinate the talk and the offers so the audience feels like it is a fit to take a deeper dive with you. Come from an position of service and you won't be "salesy"

Here are some "must have's" for selling when you are in front of an audience. But just because these things sound simple, don't discount them. Here are my simple secrets to success: use testimonials, include the right information on your handouts, time your offers correctly and have valuable irresistible offers.

As a speaker and consultant, one challenge you may face is: How do you effectively promote what you're offering when your audience senses you are biased? The answer: By using testimonials.

There are many ways to effectively use testimonials in a live presentation. The two I recommend are live or written. How do you use live testimonials effectively? Many of the big and well-known consultants use live testimonials at their live conferences. They invite past or current clients to speak in front of the group and share their successes.

There's nothing more persuasive than hearing a third party—share from the heart about the benefits received from your product or service. You can't buy that kind of press! The only caveat is that human beings are unpredictable and you may not know what they will say, so I recommend using live testimonials with caution.

It's typically difficult for people to share their success stories without including details that can confuse an audience, consume a lot of time and potentially give away some of your trade secrets in a way that may sound strange without the proper context. When I am in an office consulting it has worked well to get a video testimony and I will prepare them and practice what they are going to say. Of course I don't tell them what to say but it has also worked well if I actually ask my client questions and they are there to give answers rather than ramble on and say things that may not be beneficial or of value to people there listening to them talk.

Here are my secrets to making the best of live testimonials for those of you who like to live on the wild side. Two Important Practices for Using Live Testimonials: First of all, use clients who you know will share positive and valuable information. Then make sure to frame the question so you get what you're looking for. Call on people you know. In many cases, a happy participant will come up to you share an amazing take away or "a-ha" that they had. This is possibly something you would love for the whole audience to hear. Let them repeat it. At the very least others can learn from what they have learned.

It's completely appropriate to say to that person, "Wow, Dr. Smith! It would make such a difference for the people in attendance tonight to hear what you just shared with me. Later this evening, would you be willing to share again how in only two months after you implemented this system, you were able to increase your collections by 30%? Will you please share the specifics about having increased your collections by 30%?"

Now for the critical part. Make sure you frame the question(s) so you get the answer(s) you're looking for and so the person speaking stays on track. For example, prior to Dr. Smith's testimonial you would say, "Speaking of increasing your collections, as I walked in this evening a recent client of Dental Practice Solutions shared something exciting with me. Where is Dr. Smith? Dr. Smith, would you be willing to share what you told me in the hall about how much your production and collections have increased in the past three months and about the increase in energy you've been experiencing?"

The key is to remind Dr. Smith what he is supposed to share so he stays on track. It really works and it helps the person sharing to feel more directed and comfortable. They want to help you and are happy to help in the way you request. The answer is in the question. I call the technique I just described, "The Answer Is in the Question." As you can see, the way you ask the question determines how they answer.

Imagine the answer you would receive if you asked a client, "What happened specifically with your hygiene production in the last three months while using our consulting services in your office? Remember to steer participants toward sharing the specific benefit or result they experienced as a result of your product or service.

Written testimonials allow someone else to promote your product or service. In many cases you may not have people at your presentation who will be writing or giving a live testimonial. I recommend using written testimonials. In fact, I recommend using written testimonials everywhere you can. I always have them on my website, for any products I sell, even my consulting services and my newsletter.

Using written testimonials allows someone else to promote your product or service, even if they're not there to do it. Here are six tips for collecting and using written testimonials:

1. Make sure the testimonials cite results. Have the person explain where they were before they used your product or service. Be sure to use testimonials that overcome the most common objections people have. If people have a common concern that your product or service is will not be implemented have the testimonial explain what service or system you offer was implemented and how they were able to implement this. When someone is complimenting you or your product, that's the time to ask for a testimonial.
2. Get them while they're hot! If you want great testimonials that serve your needs, send clients a sample testimonial and ask them if you can use that or something that is similar, but in their words. They can edit it and send it back to you and you will likely get what you need. I have a template that I send which has been very helpful. You can send them two or three bullets of what they've said to you and ask if they would mind including those statements in a testimonial. For example: "Dear Ali. Thank you so much for your kind words when we spoke yesterday. I was moved when you told me you're your collections increased to where you can now offer a bonus to your team. You told me that you wished you would have hired me sooner than ten years into owning the office. Thank you for sharing! Would you be willing to write a quick testimonial including those points? Can you please share in writing where you were before using my services, what it was like to work with me and where you are today after using my services?" Send Ali your testimonial template so she knows what you want her to write about.

Rather than simply asking for testimonials, ask for testimonials that outline a specific benefit. For example: “Would you write a testimonial citing the benefit you got from my program? How did it change your life?” Ask permission to share the client’s full name, company, title and state. This makes the testimonial more real and credible for readers.

Sometimes I even offer to include their web site in the quote attribution. This way, your clients get a little promotion too and may be more apt to respond quickly to the request for a testimonial. It’s another way I like to share the wealth.

As we end this section on speaking to sell, I want to close with some important facts you must do to make any type of speaking event successful. Number one is to not only start on time but even more importantly is to end a little early. This gives you time to do a drawing for some gifts which people always like and then very importantly is to have time to speak about how the attendees can take a deeper dive into your products and or services. Try running your irresistible offer by a few people before you get up and offer this. See how it sounds to others before you go and present it live.

Keep in mind that talking for too long can and in many instances it will cause you to rush through the very important process of presenting your offers in a powerful way—a way that allows you audience to understand, digest and get excited about your offer. It also compresses the time in which you can answer questions. The question and answer period is important because the questions that people ask usually pose the best opportunities to seed and to create tension. Tension is created when you provide an answer but also show the gap between where the person is right now and where they could be if they had your product or service.

Seeding occurs because, in many cases, the answers to your audience’s questions cannot be quickly addressed. At best, you can provide a piece of valuable information and then refer the questioner to the product or service that has more information on that topic. If you’re in danger of running over time—even one minute over—your audience takes their attention away from buying and toward packing up and leaving. I’ve seen this commonly with women. If my speech is scheduled from 1:00 to 4:45 pm, at 4:45 pm or even a minute or two before people most of the time, begin to grab their purses, collect their notes and pens and pack up to go whether they truly need to leave or not.

Now, let’s talk about your follow up after the course. In most cases, if you are doing a teleseminar, you will have an e-mail contact list of those who registered for the call. While you may not be able to tell exactly who attended and who didn’t, I recommend sending a follow up e-mail to everyone with instructions on how to listen to the recorded playback and details about how to register for the limited-time special offer. This will also give you a chance to clarify the offer and pick up a few of the lost sales that resulted from people dropping off the call after the first hour.

The other benefit of the follow up e-mail is that if you receive a lot of requests for clarification on the same topic, you can address that issue with the entire group by clarifying it in the follow up e-mail.

Most important, by including a link to purchase the offer in your follow-up e-mail, you give the person who wants to buy the chance to take a simple action and buy your product or service now. For people who have questions, I invite them to email me. Give a short answer but tell them to provide you their email and you can give them more information to address their question. It shows you are offering valuable service to them and that you really care about their question.

It is very important that your audience has an important reason to buy today. It is while they are inspired and taking the time to consider your product or service that you want them to make the decision. It has to feel like they would be leaving so much on the table if they waited that they choose to buy today rather than lose the deal. People who take time “to think about it,” rarely go back—even though our experiences with the businesses may have been great. When I left to go “think about it,” most people simply go back to doing life. They have other more important priorities that get in the way such as being a wife, a father and business owner which became more immediate than making a decision to hire a consultant or go back and buy a product that MAY help improve their business. This is a crucial point: People usually don’t come back after “thinking about it.” The most “action” you will ever receive is on the spot—at your introductory event.

Here’s an example of how I helped a client increase sales from live events through the use of an Irresistible Offer. As I go through the example, I’ll point out the key elements that comprise a truly Irresistible Offer.

One client of mine a dentist in Georgia she had a failing hygiene department. This event is always held at a beach resort in Florida and designed so that the guests would receive a great deal of value out of the evening, even if they didn’t buy anything.

At the least, they left as smart dental professionals about how to run a more profitable dental practice. Although the events were fun and impressive, they were not as profitable as they could be. Dentists came to this event to have a fun time and not spend more money. The dentist who hosts this annual event had seen the benefit of structuring an Irresistible Offer correctly and asked me to how to make these events more profitable, even though they already did very well.

I went to one of the events besides my own speech that I gave for 90 minutes the day before. There was a great turnout. I had 600 people in my room.

When I got to the end of my presentation, I did have an Irresistible Offer. Almost all of those 600 dentists opted in to my newsletter so I was able to build my list. I gave away one 60 Day Dental Hygiene Program and then only a few dentists came up to the front of the room to buy the 60 Day program. Many of the dentists did complete my form at the end of my hand out and they did turn it in as requested. As I mentioned, most did opt in to my newsletter and at least a dozen of these people in the room asked for a call to have me follow up with them after the conference. Out of those follow up calls I did retain two clients later that year. The dentist who hosts this annual event offered a couple of discounts and few package deals, but the dentist who hosts this annual event didn't present the offerings as "tonight only." In fact, he didn't even put a pen and registration form in people's hands. The dentist who hosts this annual event simply listed their offerings in this catalog of courses and left it at that.

The key to having people feel compelled to register without feeling pressured has to do with how you structure your Special Offers. When I dug deeper into what happened, I found something else that is very common. Because the crowd consisted of high-end dentists with some notable dental professionals on the attendee list, the hosting dentist was very sensitive to appearing pushy or salesy. Like most of us who own businesses, he didn't want people to feel like they were being closed or pressured in any way. I agree that making people feel pressured does not help with sales conversion and can, in fact, hurt your results. The problem is, because most business owners are overly sensitive to appearing salesy, they overcompensate and end up killing their results anyway. *Today Only* versus Time to Think About It; is a no-pressure two-step approach.

The key to having people feel compelled to register without feeling pressured has to do with how you structure your Special Offers. In the case of one dental laser business, they structured their offer so that the customer would get a significant discount and some great free services if they purchased one of the three special packages within a week and a much more significant offering of free services if they chose to purchase it the night of the event.

This is a beautiful solution because the owner did not have to apply pressure to his prospective clients. The guests applied it to themselves as they attempted to figure out whether it was worth it for them to leave hundreds of dollars behind to have a week to think about it. In most cases, if they were interested, they did the sales job on themselves.

This allowed the owner to remain relaxed, unattached to his guests' choice and able to assume the attitude, "These are great deals. You are welcome to take up to a week to decide which is best for you. If you are ready to go and would like to purchase tonight, you will also get the additional savings and services we are offering tonight."

For the duration of the event, he –the business owner, remained relaxed and of service, helping the attendees figure out whatever they needed to be able to make a purchase that night if they so chose.

The dental laser business I am talking about, one of the packages they offered at their Laser events was called “The Works.” If dentists who attended the course bought “The Works” within a week of the event, they received a generous assortment of bonuses, (free additions to the laser purchased) including the products you normally buy to use a laser and a \$100 gift certificate for future training or products. It added up to about \$700 of free products and or training when they purchased the “The Works” package within a week. Obviously, this presented significant motivation to call back within a week.

But the company also presented a Tonight Only Bonus that included the \$700 worth of free bonuses plus a free laser training series of which is worth almost \$5,000. Thus, an immediate purchase of the \$9,300 “The Works” package provided \$12,000 in free products and training.

Now, let me underscore why and how this works. The owner conveys an attitude of service toward his guests and says, “Thank you for coming. It was a great exchange of value: you are now educated about the laser company and now they are going to give you great specials. You can save almost \$700 if you call us anytime within the week. For those of you who are ready, if you sign up tonight you get the additional \$1,700 bonus. There is no pressure at all. We are here to answer your questions and assist you in figuring out which laser is right for you.” With that kind of freedom, people who are interested or are on the fence talk themselves into taking advantage of the Tonight Only offer.

Can you see how the pressure is gone? It’s not as if there is only one special and your prospect can either take advantage of it or lose

Start by looking at your company’s goals first it. The packaging of special offers is very generous, communicates an acknowledgement of those who attended and provides space to take the time needed in making a buying decision. And it leaves dentists thinking, “I want The Works Laser Package even though I’d rather call in a week. I’m not going to leave that on the table!” They end up purchasing that night.

When designing Irresistible Offers, it’s important to start by looking at your business goals first. In other words, consider the business process you go through and how you can package your services so that it makes sense for your business goals and cost structures.

For example, when someone signs up to buy a dental laser and training, they are committing to a number of training sessions which may be spaced out a few weeks apart. This means that the dentist and or team has training every few weekends over the next month or so.

Very importantly, it does not require a large amount of additional time from the laser company owner to provide this special offer and requires no special, separate appointment to deliver the free offer. This is why it works: it costs the business owner of the dental laser company no extra time for an already existing training the client will receive. Since the owner's billable hours are a critical factor in the profitability of the business, he had to consider this carefully before designing the Irresistible Offer.

This offer also serves the laser business' goals—and this is a key—because typically, when dentists buy a laser they get training on how to use the laser.

By restructuring the specials to be Truly Irresistible and increasing sales conversion, the laser company owner only needed half as many people attending his Laser Course to hit his revenue targets. This allowed him to devote more time to each attendee and to give away a lot fewer free things on the evening of the events. That's what conversion is all about.

By the way, another tip I want to share is to use the fee paid for the course registration and apply to the in-office consulting or future training you will offer.

What would have been an Irresistible Offer for something like this? It would be to take a discount of a course where it cost the attendees at least a few hundred dollars. Less than that and they can feel it is not irresistible.

Ask yourself what you do have, or what you can create, that is low cost to you and will provide value while selling for you at the same time?

Also just as importantly as offering your irresistible offer is sending what I recently called your "little soldiers" out into the world. This means that everyone who comes to your course or even the webinar gets something from you that they find valuable and something which they can pass along to their colleagues.

Now we are talking hear about you giving away some free products or services and I need to tell you how to do it right. You will want to walk them through the free products you will offer as if they are stand alone products. You want to create value for each one.

For example, if you plan to add five weeks of group coaching as a free add on to your service or product, don't disclose this right away. Simply present the group coaching package as one of the products available for sale a la carte.

The key here is to create desire for each of your products so that when you slash the price and then offer a few highly desirable products as freebies, it becomes an obvious "Yes" for your audience to take advantage of your special offer. Because you created desire for each product individually, it makes the package special. Note that there must be limits for price slashing to be effective. In this case, it's a time limit. The offer is good "today only." I'll speak more about

The bottom line is: make sure your audience is sold at the higher price, then lower it and watch them run to your sales table! Price slashing to individuals is a sales element that keeps people alive.

When salespeople give a bid or a price and then leave themselves in a position to follow up, they put themselves in pursuit mode. The problem with pursuit mode is that it puts the person being pursued in an awkward position. If you are the "pursued," you have only two choices: you can either resist the pursuer (avoid phone calls, don't reply to emails) or submit to the pursuer. Submitting is a weak position and not one that most people favor.

So, how do you avoid this cycle of pursuit as a person who is in a position to sell to someone? You do what I call, "Getting on the same side of the desk as your prospect." You make an Irresistible Offer with a timeframe and multiple elements to choose from and then you partner with your clients in identifying the best choice for their needs.

Another way to look at this is that you are moving from being a salesperson to being a consultant, from pushy to helpful, from someone who wants something from them to someone who is trying to help them.

Give prospects your regular price, discuss the benefits, share happy client testimonials and demonstrate how it's a great price for the value for what they will receive.

No matter what you are offering, even if you are writing a prospective in-office consulting client a contract let them know there is no pressure here however, the offer you are giving is only good for X amount of days. You must always put a deadline on your offer because if you don't the prospect will continue to put your services on their back burner. Life just gets in the way!

Always try to put the ball in their court. Never let them feel like you are applying pressure and put simply sharing what you have to offer. In fact, the only pressure is the pressure prospective clients will likely put on themselves to figure out how to take advantage of your great services.

At this point I have given you everything I know about speaking and not just about getting up there and giving your speech but how you can speak and then sell.

This makes is much more meaningful when you can have some or all of your attendees take a deeper dive on more information. We are in a business of serving dental professionals. Most of you have decided take this journey to share your valuable message and be paid well. This is one more stream of income to your business as a dental consultant. Just as in real estate they say “Location!” “Location!” “Location!” in dentistry we want to Measure! Measure! Measure! And so I have developed a tracking form for you to track your results when you speak to sell. Go to your guides and forms section to find this tracker.

This week I ask that you go to your guides and forms section and print out your tracker. I also have a testimonial template so add that to your files in your computer. If you have someone in mind who can provide a testimony please add this to your website at this point in time.

Next week I will talk a little about writing for dental journals. I say a little because there is not a lot more to add to writing. What you do to write a speech is similar to writing in a dental journal. I will also do a recap of valuable information to be a successful dental consultant, being known as an influencer in our world of dentistry and it is very important that you get paid for doing this well. See you on next week’s video. Bye for now!

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