



# NDS POSTGRADUATE EVENT

## Treatment Co-ordination & Ethical Selling

Tuesday 6th November 2018, 6.30-9.00pm

2 hours  
of  
CPD



### WITH INTERNATIONAL GUEST SPEAKER CHRIS BARROW

The Assembly House  
(Noverre Ballroom)  
Theatre Street, Norwich, Norfolk, NR2 1RQ

6.30pm - 7.00pm  
Registration and Refreshments

7.00pm - 9.00pm  
Treatment Co-ordination  
& Ethical Selling

2 hours of FREE CPD

#### OUR GUEST SPEAKER

Chris Barrow has been active as a trainer, consultant, coach and mentor to the UK dental profession for over 20 years.

He combines long experience and deep expertise with the originality and independence needed to resolve the thorniest problems. Naturally direct, assertive and determined, he can reach conclusions quickly, as well as possessing the sharp reflexes and lightness of touch to innovate, change tack and push boundaries.

#### THE COURSE

The role of treatment co-ordinator is one of the fastest growing jobs in dentistry. A good TCO can save you time, enhance the patient experience and improve sales conversion and average case size. Even if you do not use a TCO in your practice, understanding the psychology of the sales process is mission-critical for you and your clinicians. Chris will explain just what makes people comfortable to buy products and services that are appropriate, affordable and desirable and how best to structure your treatment plan presentations.

To book, please complete your details below and return to the address at the foot of this leaflet or contact [nds@ndspecialists.uk](mailto:nds@ndspecialists.uk)

Treatment Co-ordination & Ethical Selling  
Tuesday 6th November 2018

Name:

Practice address:

Email address:

Contact telephone:

We develop and deliver comprehensive training courses, programmes and events for dentists & dental professionals throughout the year. If you would like to attend any of the Study Club evenings or would like more information then please telephone Lorraine on: 01603 632525 or email [nds@ndspecialists.uk](mailto:nds@ndspecialists.uk)