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Exceptional Leverage Inc., USA

Maximizing Growth Potential With Influence Marketing

As part of business management, the owner dentist often wears several hats: the CEO, the operator, the manager, the “referee,” and the marketing director. We often look at marketing as an expense. In reality, marketing is an investment with direct ROI for our dental practices.

This presentation will share insights into the marketing system using the influence we create in our business. This involves several steps, and all of which are part of what we already do!

One of the first strategy of INFLUENCE marketing is positioning oneself as an expert. Holding and sponsoring events will establish credibility in the community. Newsletter marketing, with specific strategies, will help spread the goodwill of the practice, brag about the doctor, and share fun and exciting things in the office. Influence marketing will also drive the staffs to improve performance and achieve more. Tools and techniques will be discussed to help the practitioner accelerate the performance of the team and achieve greater results in his / her marketing.

This presentation is inspirational and fast paced. It is based on strategies employed in growing multi-specialty group practices for 20+ years. The attendees will walk away feeling confident that he/she can implement these strategies and take the practice to the next level.

Biography

Emily Letran graduated from UCLA School of Dentistry at the age of 25. She completed her DDS degree concurrently with MS, Oral Biology in the same 4 years. For the past 20+ years, she has been the CEO of several multi-specialty dental group practices. As a High Performance Coach, she helps dentists and business professionals maximize their potential in life and business, streamline systems, increase profits, and win back time from work for their families. She is an international speaker, author of several books, philanthropist, and mother of three children.

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