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Bruce Forlong

The New Zealand Cosmetic Teeth Whitening Association, New Zealand

How to build a successful practice by developing a profitable client acquisition plan

A Dental Professional can have the finest qualifications, wide experience, practice excellence, and provide a homely and inviting clinic; all on their own are professional and commendable, yet without an expanding Patient base none of these qualities will ever reach their potential without a profitable client acquisition plan. It is no longer sufficient to set up your clinic, hang out your 'shingle' and expect clients to come knocking. We now live in a very savvy age where people make informed choices based upon many channels of easy to acquire information and like most businesses Dental Practices are having to compete for clients. Furthermore, much of modern marketing is 'discount' and/or 'special' based which has in numerous cases conditioned many potential clients to shop about and buy professional services by price rather than value. In this talk Bruce will be discussing some very practical methods you can use to acquire the right sort of clients for your practice and command an income worthy of your years of study.

Biography

Bruce himself has over 50 years 'hands-on' experience in business, and was CEO of a multimillion-dollar company with a staff of 65. Recognising that every big business once started out as a small business Bruce founded the New Zealand National Business Institute and created the best practice "Business Builder" program. Bruce has written a number of business and marketing manuals for the Professional practices of Lawyers, Accountants, Doctors and for Dentists he added a professional business education manual 'How to Build a High Profit Dental Practice'.

In 2009 a career change saw Bruce establish New Zealand's largest Associate network of Professional Cosmetic Teeth Whitening Clinics and in 2011 he was appointed the first President of the "New Zealand Cosmetic Teeth Whitening Association" (NZCTWA) who are the self-regulatory trade group representing both Dentists and Non Dentists of the Appearance Enhancement Industry and is recognised by the NZ Ministry of Health.

Realising that Non Dentist Cosmetic Teeth Whitening Practitioners would always be part of the Dental and Appearance Enhancement Landscape, New Zealand has taken an Integration approach that focuses upon Professional Training and Practitioner Registration. Subsequently, Bruce together with input from Dental experts developed the NZCTWA Cosmetic Teeth Whitening Practitioner Training Program and Registered Cosmetic Teeth Whitening Practitioners scheme that is believed to be a World first. Today Bruce Forlong is widely regarded as one of New Zealand's foremost authorities for Cosmetic Teeth Whitening and is the Practitioner Training and Compliance Executive of New Zealand Cosmetic Teeth Whitening Association (NZCTWA)

He is also an authorised Practitioner trainer for the US based Beyond Dental & Health group, and he personally trains both Dentists & Non-Dentists who use their in-clinic teeth whitening systems including their new ultrasonic technology

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