



M O M E N T
M A K E R

PRINCIPLES OF PERSUASION WORKSHOP FOR DENTISTRY

OCTOBER 18-19TH
CHARLOTTE, NC

MOMENT MAKERS WORKSHOP FOR DENTISTRY

OCTOBER 20TH



PRINCIPLES OF PERSUASION WORKSHOP FOR DENTISTRY

Learn how to set the stage to decrease no shows, get more people to refer, pay today and increase case acceptance!

Dr. Robert Cialdini's work, translated and applied to dentistry by Dr. Christopher Phelps DMD, CMCT combines science and practical experience into actionable steps, proven to ethically influence patient compliance by up to 200%.

This two-day interactive program is tailored for dentists and their teams, their unique issues and challenges with patients, potential patients and team members.

“
**Amazing information
you can't find anywhere
else. Totally applicable
& ethical!**

- David Sherberg, Bayway Dental ”

Cancellations received within 48 hours of the event will not be eligible for a refund of their registration fees.
Cancellations received within 7-14 days of the event will be eligible for a refund of 50% of their registration fees.
Cancellations 14 days before the event or longer will be eligible for a full refund of their registration fees.

Patient Education/Motivation
Lecture #557 Provider ID #366163

This course is designated
with **14 CE Credits**



The Phelps Institute is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by AGD for Fellowship, Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from 11/1/2016 to 10/31/2018. Provider ID# 366163

MOMENT MAKERS WORKSHOP FOR DENTISTRY

What if there was a way to make people more receptive to your message or appeal *before* they even encounter it? That sounds like magic. But it's not. It's an established science. We call it Pre-Suasion.

JOIN DR. CHRISTOPHER PHELPS, DMD, CMCT FOR THE MOST POWERFUL 1-2 PUNCH TO GROW YOUR PRACTICE!

Moment Makers are that rare tribe of communicators that understand pre-suasion science and use it ethically to create their own opportune moments of influence.

This revolutionary workshop will teach you that science and how to apply it.

Why do you need Pre-Suasion? Because persuaders too often focus solely on the content of their message in the moment it is received and lose out on a potent but underutilized form of influence that happens in the moment before.

IN JUST ONE-DAY YOU WILL LEARN HOW TO:

TARGET mindsets that will increase the chances that your audience will be receptive to your message

IDENTIFY the cues that can 'trigger' favorable reactions to these mindsets

MOVE these triggers to the optimal moment before you deliver your message

EXTEND the impact of pre-suasive moments to encourage long-term change



These steps are game-changing new additions to the persuaders toolkit. Together, the T.I.M.E. Pre-Suasion System and Cialdini's Six Universal Principles of Persuasion form the 'One-Two' of successful influence.

TO REGISTER GO TO goo.gl/Ckpjcg

ALSO VISIT www.GuideThemToYes.com FOR QUESTIONS OR TO REQUEST FURTHER INFORMATION
PLEASE CONTACT US VIA EMAIL AT phelpsapril91@gmail.com.

POP WORKSHOP
OCTOBER 19-20TH

DOCTORS

\$2397

STAFF MEMBER

\$1197

MOMENT MAKERS
OCTOBER 18TH

DOCTORS

\$1300

STAFF MEMBER

\$700

BUNDLE AND SAVE
BOTH EVENTS OCT 18-20TH

DOCTORS

~~**\$3697**~~

SAVINGS OF \$600

\$3097

BUNDLE AND SAVE
BOTH EVENTS OCT 18-20TH

STAFF MEMBER

~~**\$1897**~~

SAVINGS OF \$200

\$1697

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Patient Education/Motivation
Lecture #557 Provider ID #366163

This course is designated
with **7 CE Credits**



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