



Strategic Success. Delivered.

# The DWB Coaching Program for Dentists by Dentists

Dr Bhavna Doshi & Dr Rahul Doshi

We believe in working smarter not harder. Hence, we want to equip you with fundamental core Associateship essentials that will enable you to achieve the success you deserve. This will help you to re-design your direction becoming more confident of your future and move your practice of dentistry to the next level. We will help build strategy, focus and productive solutions in your business paving the way to success.

Our directives are aimed at winning solutions that will increase your profits and make you more productive.

## Experience

- Over the last 25 years, 100% of practices we have worked with have achieved over 20-30% increase in turnover as a minimum.
- We only work with practices that are coachable and where we can make a significant contribution. Indeed, many practices have gained much more significant growth figures.
- Converting NHS to private practice
- Increasing the volume of private dentistry
- Establishing and management of a private practice for growth
- Creating and growing a group of practices
- Increasing EBITDA for a higher exit value
- Helping to make Associate Dentists more productive and Profitable

## Credentials



PRESIDENT



CLINICAL EDITOR



REGIONAL PARTNER



VOTED 2ND MOST INFLUENTIAL

## As featured In



[www.dentalwealthbuilder.com](http://www.dentalwealthbuilder.com)

## About Dental Wealth Builder (DWB)

At the inception of DWB, both my husband Dr. Rahul Doshi and I thought up a Vision to help dentists to enhance their business acumen in a strategic and systematic manner. We have spent many years acquiring the knowledge of how to develop a successful profitable practice, businesses and personal brands. By imparting the experience we have, we have been able to help many of our colleagues reduce their stress, restore their work-life balance and made it possible to lead a more fulfilled and rewarding life.

***“A business coach is the most effective means for achieving sustainable growth, change and development in the individual, the team and practice. A coach is part advisor, part sounding board, part cheerleader, part manager and part strategist. A key benefit is having someone who helps you to see your strengths and weakness’ and uses them to accomplish your goals and vision.”***

### Bespoke Associate Dentist Coaching:

There often comes a point in time where as an associate you find it increasingly difficult to move ahead and succeed in your practice. The complexities of dealing with multiple challenges, responsibilities and every day obstacles that arise can often become overwhelming and obscure your path to success. You may find that you are buried under countless details, demands and activities that drain your energy and destroy your confidence and creativity. It becomes increasingly difficult to pay attention to your future vision and do what is needed to grow your associateship confidently and productively. This can lead to eventual stress, burnout and frustration.

The Dental Wealth Builder the Associate Coaching Program helps dentists to develop entrepreneurial thinking and mindset to re-evaluate and refocus on success essentials. This will enable you to develop and achieve greater momentum both professionally and personally, whilst experiencing ever-greater levels of energy, enjoyment and satisfaction in your life.

### The DWB Way...

Our directives are aimed at winning solutions for you, your team and your patients. This will produce a productive, growing and healthy associate practice for all.



**The Associate Coaching Programs will propel you to the next level. They are primarily based upon action orientated strategies that can easily help you to execute the growth fundamentals. This will help you to achieve ongoing financial growth and increase the value of your associateship.**

## **MINDSET**

One of the biggest challenges dentists face when trying to grow and level up is the transformation of Mindset. This can be an obstacle regardless of whatever type of growth you are looking for. For this reason, we have integrated mindset transcendent techniques and personal development throughout the program. This means that we will cover the philosophy of change at the same time as the actual change itself.

## **VISION**

This program will start by first establishing your Personal & Clinical Vision to create the laser sharp focus to achieve your goals. This needs to be not only inspirational for you but also lead the direction in which your associateship will move. This will entail the type of dentistry you wish to carry out but also the type of income you wish to earn. We will help you by developing a financial and business plan of how you will be able to achieve success. This will incorporate how to make better choices for an optimal production and work/life balance. It is equally important in understanding how to realise your Vision by taking the appropriate actions.

## **LEADERSHIP & TEAM MOTIVATION**

It is important in order for you to accomplish your Vision, that you are able to positively impact and direct your immediate team. We will help you to nurture, encourage and grow your team. We want your team to be able to work autonomously independent of your presence, but still remain under your leadership. Hence, we help to establish delegation and prioritisation skills.

*“We have developed a unique and highly successful Case Acceptance Process, through tried and tested strategies that have been proven to work for over 20 years.”*

## **SALES**

In the DWB Program, “Sales” is a term used to describe a systematic approach whereby you can achieve consistency of case acceptances. Our unique sales protocols will enable you to develop your own Sales Process that is independent of any one team member, yet will develop the brand value perception you wish to your patients. This way you can be assured that your patients are more likely to accept any recommended treatment plans based upon your guidance. Our online workshops include enhancing Communication Skills, Verbal Skill Training and how to carry out a comprehensive examination of your patients in a way that encourages patient engagement. We also facilitate improved customer service. These sales protocols have a direct impact on increasing your bottom line.

## **MARKETING**

Our program will help you to develop a Personal Brand Marketing Plan that is unique to your specific situation. We want you to attract the right calibre of patients that are appropriate to the type of dental services you provide. We will help you in offline, online, internal and external marketing. This will include advice of building a great magnetic website; establishing social media marketing and creating the correct internal & external ambiance of your practice consistent with your brand value. Our philosophy in marketing is only to spend resources on those activities that will bring about positive returns on your investment. Fortunately, we have spent many years testing and optimising the very best marketeers in our industry and we have come to understand what works and what doesn't. You will be provided a distilled strategy.

*“For over a decade we have developed one of the most successful and the **best performing dental website** ([www.thep perfectsmile.co.uk](http://www.thep perfectsmile.co.uk)) in Europe! Now we teach others how to break barriers in both online and offline marketing.”*

## **CLINICAL STRATEGY**

The program facilitates the creation of a clinical development pathway, for both you that fits in with your Personal & Clinical Vision. This will not only drive growth, but also provide a personal satisfaction of work that is more rewarding and fulfilling. We will also help with the assessment process for your patients. We have specific pro forma and tools that you can use to help diagnose more effectively, create comprehensive treatment plans and then present your advice in a manner that is positively receptive by the patient. Our unique assessment process is part of the overall Sales Strategy for your practice. This will help your patients to perceive you and any associate dentist as unique and distinct, giving you an immense competitive advantage.

## **SYSTEMS**

It is important to have effective and efficient systems that form the framework with which to formulate structured management protocols. This also facilitates in stress management. The DWB curriculum will include: Time Management, a Communication System; Appointment Diary Management for productivity; end of treatment protocols and a robust patient followup system.

## **FINANCIAL STRATEGY**

It is important to develop a financial structure that works for you. Our program helps to achieve this by evaluating your financial requirements and then establishing a finance strategy. Our program also includes other financial aspects such as: how to eliminate bad debt; appropriate Fee setting; Production measurement; creating annual financial targets and how to look at financial metrics.

# Bespoke Support - Dental Associate Coaching

We have been able to achieve success for many dentists using our CORE FUNDAMENTALS of growth and profitability, which utilise proven and time tested strategies. We will help you to maximise in all the key areas of your associateship that have a direct impact upon your revenues and job satisfaction. You simply choose the support you feel best suits your needs:

## Advancing Associate

6 months  
**£498 +VAT**  
per month

Online
1 Coaching Meetings
Online Sales Course
Psychology of Sales
Case Acceptance Process
Consumer Purchasing Behaviours
Solution Selling Verbal Skills
Communication Skills
Pre Examination Communication
New Patient Consultation Steps
Successful E-Consultations
Post-Consultation Follow-up
Clinical Co - Discovery
Examination Process
Communicating Treatment Plans
Clinical Evaluation Steps
Case Presentation Skills
Finance Negotiation
Overcoming Objections
Follow-up Process & Steps
Review Protocols
Increasing Referrals
Recorded Role Play
Action Plan and Workbook

Access to Private Client Coaching Blogs  
Access to Business Book Summaries

## Successful Associate

6 months  
**£995 +VAT**  
per month

Online and "Live"
4 Coaching Meetings
Include
2 hour Initial Strategy Consultation
Development of Strategic Plan
2 LIVE Role Play Verbal Skill Training Sessions
1 LIVE Sales Training Workshop
Online Sales Course
Psychology of Sales
Case Acceptance Process
Consumer Purchasing Behaviours
Solution Selling Verbal Skills
Communication Skills
Pre Examination Communication
New Patient Consultation Steps
Successful E-Consultations
Post-Consultation Follow-up
Clinical Co - Discovery
Examination Process
Communicating Treatment Plans
Clinical Evaluation Steps
Case Presentation Skills
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Access to Private Client Coaching Blogs  
Access to Business Book Summaries

Systems  
Strategy & Vision of Career

1 Post-Program Consultations

## Peak Performance Associate

12 months  
**£1100 +VAT**  
per month

Online and "Live"
12 Coaching Meetings
Include
3 hour Initial Strategy Consultation
Development of Strategic Plan
4 LIVE Role Play Verbal Skill Training Sessions
1 LIVE Sales Training Workshop
Advanced Verbal Skills for Clinical Examination
1 Advanced Verbal Skills for Case Presentation
1 Modules
Marketing for Associates
Developing Business Brand
Creating Compelling Messages
Internal Marketing
Creating a Marketing Plan
Website Development
Website User Journey
SEO Success
PPC Success
Social Media
Online Marketing
Success Analytics
Online Sales Course
Psychology of Sales
Case Acceptance Process
Consumer Purchasing Behaviours
Solution Selling Verbal Skills
Communication Skills
Pre Examination Communication
New Patient Consultation Steps
Successful E-Consultations
Post-Consultation Follow-up
Clinical Co - Discovery
Examination Process
Communicating Treatment Plans
Clinical Evaluation Steps
Case Presentation Skills
Finance Negotiation
Overcoming Objections
Follow-up Process & Steps
Review Protocols
Increasing Referrals
Recorded Role Play
Action Plan and Workbook

Access to Private Client Coaching Blogs  
Access to Business Book Summaries

Systems  
Strategy & Vision of Career  
Follow-up Systems  
Financial Decision-Maker Snapshot Tool  
Personal & Business Vision Development  
Diary Management

Online Access to Recorded Roleplays of Various Treatment Types

Leadership for Associates Module

2 Post-Program Consultations

## Entrepreneurial Associate

14 months  
**£1800 +VAT**  
per month

Online and "Live"
>14 Monthly Coaching Meetings
Include
4 hour Initial Strategy Consultation
Development of Strategic Plan
>4 LIVE Role Play Verbal Skill Training Sessions
1 LIVE Sales Training Workshop
Advanced Verbal Skills for Clinical Examination
1 Advanced Verbal Skills for Case Presentation
3 Modules
Cost-Effective High Return on Investment Marketing
Developing Business Brand
Creating Compelling Messages
Attracting Right Culture Patients
Copywriting Techniques
Online & Offline Advertising That Sells
Internal Marketing
External Marketing
Creating a Marketing Plan
Website Development
Website User Journey
SEO Success
PPC Success
Social Media
Online Marketing
Success Analytics

Access to Full Online Transformational Leadership Program

Transformational Leadership Systems  
Practice Manager Role

Leadership Role

Navigating Your Business

Communication

Team Motivation

Inspiring High Performance

Managing Change

Leading in a Crisis

Including Workbooks

Including Action Plans

Supporting LIVE Workshops

Online Sales Course

Psychology of Sales

Case Acceptance Process

Consumer Purchasing Behaviours

Solution Selling Verbal Skills

Communication Skills

Pre Examination Communication

New Patient Consultation Steps

Successful E-Consultations

Post-Consultation Follow-up

Clinical Co - Discovery

Examination Process

Communicating Treatment Plans

Clinical Evaluation Steps

Gaining Case Acceptances

Case Presentation Skills

Finance Negotiation

Overcoming Objections

Follow-up Process & Steps

Review Protocols

Increasing Referrals

Recorded Role Play

Action Plan and Workbook

Access to Private Client Coaching Blogs  
Access to Business Book Summaries

Systems

Strategy & Vision

Growth Systems

Sales Systems

Marketing Systems

Follow-up Systems

Leadership Systems

Financial Decision-Maker Snapshot Tool

Personal & Business Vision Development

Advanced Integration

Advanced Implementation

Access to Recorded Roleplays of Various Treatment Types

Leadership for Associates Module

Marketing Online Access Module

Implementation Facilitation

Overcoming Obstacles

Turnkey Solutions

Coaching Online Resources

Access to Private Client Coaching Workshops

Sales

Telephone Training

Team Roleplays\*

Marketing

Systems

Leadership

Financial Models

4 Post-Program Consultations

# Successful Associate Program

## Online and "Live" Coaching

**4**

**Coaching Meetings**

include

**2 hour**

**Initial Strategy Consultation**  
Development of Strategic Plan

**2**

**LIVE Role Play Verbal Skill Training Sessions**

**1**

**LIVE Sales Training Workshop**

## Access to Private Client Coaching Blogs

**Access to Business Book Summaries**

**Systems**

**Strategy & Vision Planning**

**1**

**Post-Program Consultation**



## **Online Sales Course**

Psychology of Sales

Case Acceptance Process

Consumer Purchasing Behaviours

Solution Selling Verbal Skills

Communication Skills

Pre Examination Communication

New Patient Consultation Steps

Successful E-Consultations

Post-Consultation Follow-up

Clinical Co – Discovery

Examination Process

Communicating Treatment Plans

Clinical Evaluation Steps

Gaining Case Acceptances

Case Presentation Skills

Finance Negotiation

Overcoming Objections

Follow-up Process & Steps

Review Protocols

Increasing Testimonials

Increasing Referrals

Recorded Role Play

Action Plan and Workbook



Strategic Success. Delivered.

## Why choose us for Associateship Coaching?

### Coaching for Dentists by Dentists

We have the experience of associateship; building a squat practice; NHS to Private conversions; working as principles in multiple practices; owning other businesses; and helping coaching clients. Over the last 25 years, 100% of practices we have worked with have achieved over 20-30% increase in turnover as a minimum.



Experience and expertise through work in the dental profession and as Multiple Practice Owners



Award winners including Most Outstanding Contribution to Dentistry



President of BACD 2018/19



Clinical Strategy Development Director for Dentex



Judges for the National Private Dentistry Awards



International Speakers in over 10 countries



Clinical Editor for PPD magazine



Multiple media appearances including BBC, all seasons of Extreme Makeover UK, This Morning and national newspapers.



The Perfect Smile Advanced Training Institute

### Customised & Holistic Business Approach:

We have discovered core fundamental areas of business/personal growth and success: Vision, Sales, Cost-Effective Marketing, Systems, Financials, Leadership with Team Motivation and Clinical Capabilities. We can help you approach your associateship in a holistic way.

## Tried, Tested and Proven Solutions

All our success strategies have been implemented in our own practices and with our own associate dentists first. Not only this but these solutions have been proven to work in multiple practices that we have coached and mentored. Hence, you can be assured our methods work.

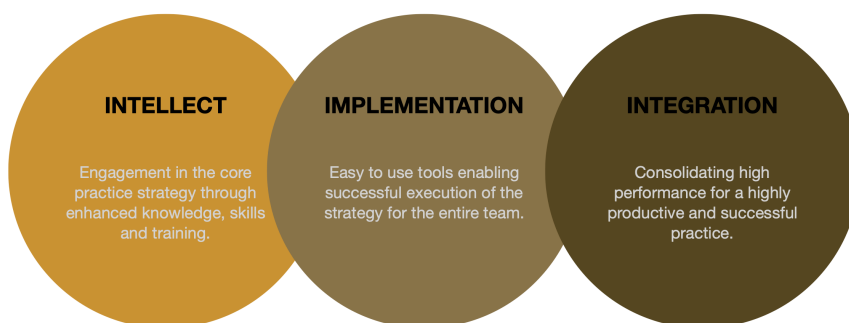
## Integration & Execution of Systems:

We will show you how to integrate the success philosophies into your associateship, by following the Pareto Principle whereby we focus on that 20% of business growth strategies that provides 80% ROI directly. Every aspect that has a direct impact on your revenue will be systemised for consistency and a greater impact.

## Implementation

### Tools:

You will have access to a Dropbox folder that will contain various templates, growth tools and information you will need for each part of the coaching program. You will be shown how to use them beforehand.



## Training Workshops:

All training workshops will award appropriate hours of CPD. The enhanced GDC learning development outcomes will be in categories A, B & D. We have facilitated your learning and convenience with online training webinars.

## Online Access:

You will receive personalised passwords to various resources & webinars online during the course of the program. Please use these as instructed.

You can access this here: <https://dentalwealthbuilder.com/course-grid>

## Coaching Strategy Priority Meetings:

These help to keep you on track so that you are able to confidently complete the program.

## KPI Snapshot:

We have an easy to use financial and KPI Tool that has simplified metrics. It shows exactly the most important targets to look at that have the most direct impact. Using this tool you will be able to make quicker business decisions.

*We started the Dental Wealth Builder programme over a year ago, and I can honestly say that it was the best thing I have ever done to improve my business life. I wanted to make my practice more profitable, so I could take more time off, and not have the financial stress every month, so adding another large expense was not a decision I made quickly, but I was convinced when I saw what Rahul and Bhavna have done at The Perfect Smile Studios in Hertford. Their clinic is not on the high street, however they know how to attract new patients, and convert them to sales. What really separated Dental Wealth Builder from other business consultants was the fact Rahul is a world renowned cosmetic dentist, and apart from business help, they were able to give sound clinical advice as well. I can honestly say that Dental Wealth Builder changed my life and would highly recommend it as a business consultant service. The way I see it, if you are going to take advice from a business consultant (and there are many to choose from), then I would much rather take it from someone who has actually done what they advise, and understand the real stresses of owning a clinic, and managing a team. If you are thinking of business coaching, then this is the only programme you should consider - it will easily pay for itself. Brilliant all in one course, you teach the skills and how to build a successful clinic. Amazing course- worth double what the fee is!"*

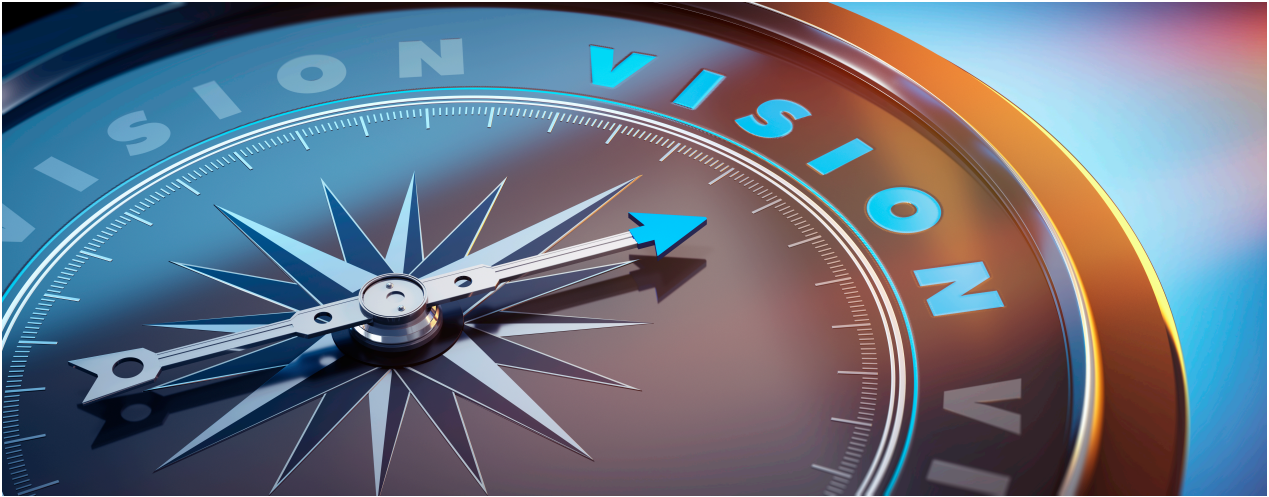
*Dr. Gurs Sehmi, London*

*"I have been a member of the Rahul and Bhavna Doshi coaching programme since January 2012. The coaching programme has been very helpful to me as I am looking to grow and expand our practice and Rahul and Bhavna have had the relevant experience to guide and advise me on the best things to do to achieve our goals. Having a mixed NHS and private practice, we are looking to grow by increasing our private income and the coaching programme has, at its core, a focus on increasing profitability. I really like the philosophy that Rahul and Bhavna make their advice and suggestions based on what they would do if they owned my dental practice and it helps to have someone who is on the outside of the practice point out which areas could be improved. In addition, the coaching programme means you have someone who you are accountable to for the planned changes that you agree to make.*

*I am very pleased to have enrolled in the coaching programme and I would certainly recommend it to any of my dental colleagues." Dr Sanjit Chaudhuri*

*"Bhavna ..understands the concepts of business as applied to dentistry. Her ideas are innovative and exciting in today's financial environment...She specifically designs marketing strategies that are cost-effective for dentists and hence, bridges the gap between clinical dentistry and creating the demand for our services. She makes practice management, team building and increasing your profits easier to implement than many others." Dr Amarjit Gill | Past President BDA*

*"Marketing made simple by a dentist for dentists! It's as simple as that. It's FANTASTIC! Bhavna's lectures on marketing are a MUST for the modern dentist. From her high successful career from perfect smile studios to extreme makeover no one else is better placed to teach it!!!. The need to 'stand out' in today's competitive dental market is fundamental and this is aptly illustrated through clear concise steps. I strongly believe that these lectures have given me the best financial return out of the thousands I have spent on other courses! Quite simply it is the missing link and ties everything together allowing me to use the practical techniques and treatments. Thank you bhavna for giving me such a structured way to grow!!" Dr Nilesh M Bhatt. GDP Surrey*



**Please view more of our testimonials:**

<https://dentalwealthbuilder.com/coaching/>

<http://dentalwealthbuilder.com/testimonials/video-testimonials/>

<http://dentalwealthbuilder.com/testimonials/written-testimonials/>

[Cases treated by Rahul and Bhavna](#)

