

WOULDN'T YOU LIKE TO GET AWAY....



On March 31st and April 1st, 2017
Sandestin Beach Resort Will Host

Ready For Your Most Fun and Empowering Weekend Ever?
Learn How to Unleash a World Class Team of Peak Performers at...

The First Ever “**Team Beach Weekend**”

This is your chance to attend this **Practice Growth CE-Vacation** to
one of the most beautiful spots on Earth – Sandestin, Florida
for a ridiculously low **Super Early Bird Price** for
Doctors and Team Members

“Everything that was promised has been delivered. I left the meeting feeling like I needed to pay again. Well worth the time!”

– Dr. Alex White – Mobile, AL

Tuition
Increases on
Tuesday,
November 15th
Sign Up Now!

Hosts

Dr. Chris Griffin



Penny Reed



- REVEALED! Step-by-Step Practice Growth Breakthrough Blueprint Developed and Closely Guarded by Dentistry's Powerhouse Coaches
- Inspire Passion and Performance in Your Practice by Building a Winning Culture
- Discover the Power of Unleashing the Potential of Your Team to Leap to the Next Level
- Learn How to Create a World Class Team of Peak Performers Using Our Proven 'Secret Formula'

"It's been a really enjoyable experience. One of the things I really appreciate about Dr. Griffin is how everything is so down to earth; everything is real life. You don't feel like you are coming and getting advice that's only going to work in New York City or Los Angeles. You are getting advice that's going to work no matter where you practice. "

- Dr. Kyle Lambert, Windsor, CO



Why Is Taking Your Team to the Beach Next Spring So Important?

The #1 most overlooked area of increased production and loss of income in dentistry is a Silent Killer and most of us are in denial about it.

Bad Dental Team Chemistry

I know you're thinking, "I haven't got that problem," or "It's really not all that bad yet," but...

Recent issues of the ADA News confirm that there is a sustained downturn in Dentist's NET INCOME, GROSS BILLINGS, NEW PATIENTS, TREATMENT ACCEPTANCE, and several other indicators.

Let that soak in....

LOWER NET INCOME

LOWER GROSS BILLINGS

LOWER NEW PATIENTS

LOWER CASE ACCEPTANCE



"This is a great seminar that is well organized with a great staff. Everyone is available to answer any questions and give advice! It has been very enjoyable over the past year to grow relationships and feel encouraged by your entire team!"

- Denise Walters – Dr. Todd Walters – Carmel, IN

What's it all add up to?

A Worse Lifestyle for All of Us UNLESS We Take Full Advantage of Our Most Valuable Asset in the Practice

Penny and I have over 30 Years of Experience going into practices and helping dental practices achieve their goals. What do you think is the #1 Reason for Lackluster Production numbers that leave the dentist dissatisfied and searching for our help?

It's the Dental Team and the Way They are Interacting with Your Patients

Let's face it. While patients respect our opinion, as soon as we leave the room, most patients are looking for reassurance from our dental teams to help them make their buying decisions.

If Your Team is Not Saying the Right Things to Them at the Right Time, HUGE Amounts of Diagnosed Dollars are Walking Out of Your Practice

"Should have been here last year! Fantastic! - Dr. Darrel Fain – Texarkana, TX

Maybe you think that you can afford to let that dentistry go down the street to your competitors who have dental teams that KNOW how to reinforce your suggestions and give the patients the confidence to schedule and be happy about it.

What I am seeing from dentists with **Poor Team Chemistry** is that patients have pushed back from our treatment plans by either choosing cheaper treatments or by just not showing up at all.

Instead of tackling the problem head-on, we have reacted subtly.

We have stopped traveling as much. Especially traveling with our teams. Nowadays, the Rich are Getting Richer because the ones who KNOW that building a great team with great chemistry gives them a huge advantage are just about the ONLY ones taking their teams to CE trips. The cheap dentists are making LESS MONEY because they don't understand the value and it is killing their production.

We have lost the ability to buy the things we want. Before the last few years, I knew dentists who basically threw money away at a whim. It seemed that we almost felt it was our right to own the very best, belong to the best clubs, drive the best cars, work in the best practice the money could buy. Now that things are tougher, one of the first things that gets cut back is spending on dental teams. Then they wonder why things continue to get worse.

We have cut back on savings. That is a big problem. So many of us have stopped fully funding our retirements. That it is ridiculous. We know this, too. Still, this money almost seems invisible and harmless to plunder since we can't spend it right away anyway. I guess we figure that we can cut back now and wait for things to pick up so we can catch up on our contributions. Sadly, I find that it is a rare individual that will actually catch up their contributions even when things pick up. That money is probably gone forever. I just hope it doesn't delay anyone's retirement to the point that they are miserable and trapped for their last several years. Ironically, **these dentists are the very ones cutting back on team building.**

"One of the best meetings I have attended in a while. The variety of speakers and the fun and relax environment. I will be certainly looking forward to next meeting. Dr. Mehdi Sadeghi – Memphis, TN

What exactly can be done to right the ship?

Right now, Growth by Dental Team Optimization is the Single Biggest Area of Opportunity in Dentistry

We have 2 options if we want to avoid getting slammed in the oncoming downslide.

- 1. We could produce more dentistry to make more money.** That requires getting your dental team producing at optimal levels that can only be achieved by good chemistry. Or...
- 2. We can scale back our lifestyles appropriately.** Now, that's not a bad one. I kind of think that every dentist should consider just what they are spending money on.

But Who Wants to Do That?

Plus, We Don't Have To. There is an answer!

We All Are Leaving a Ton of Cases Undone Because We Couldn't Close Them
and the Patients Left Confused or Unconvinced



What if I told you that there's a huge pile of cash sitting in your practice right now, completely untapped? In fact, every dentist has a huge amount of missed opportunity.

No, I'm not talking about the "There's Gold in Your Filing Cabinets" speech that you've all heard before. Not that there's not value in reactivating your old unaccepted treatment plans, but it is hard, tedious, miserable work that your staff will hate and we already discussed how the ADA says that case acceptance is down. Seems like that would be a tough nut to crack right now.

I'm talking about understanding How **Team Chemistry** affects **Overall Practice Production** and How Great Dental Teams Literally Push Practices to the Next Level.

Think of it this way.

- **You can't** force patients to come in.
- **You can't** force patients to accept your treatment plans.
- **You can't** make a patient WANT what they NEED.
- **You can't** single handedly improve the economy.

...But

- **You can** CREATE a Winning Environment that Gives Your Patient Confidence
- **You can** GIVE your team the tools they need to make the Patient Experience Outstanding
- **You can** LEARN the Blueprint for Team Driven Practice Growth
- **You can** KNOW your team has the best interest of the practice in mind
- **You can** RELAX and rest assured that if there is any way in the world to get the patient booked

and treatment paid for, **your High Powered Team will Get It Done!**

That's exactly why we are committed to Creating the Ultimate Experience at Team Beach Weekend

Why is this the place to come to FINALLY help get your team in the right direction?

FORTUNE FAVORS THE BOLD. YOU MUST FIND IT WITHIN YOURSELF TO ACCEPT THE FACTS AND TAKE ACTION TO BUILD A ROCK-SOLID TEAM ENVIRONMENT WHILE THERE'S STILL ONE TO IMPROVE.

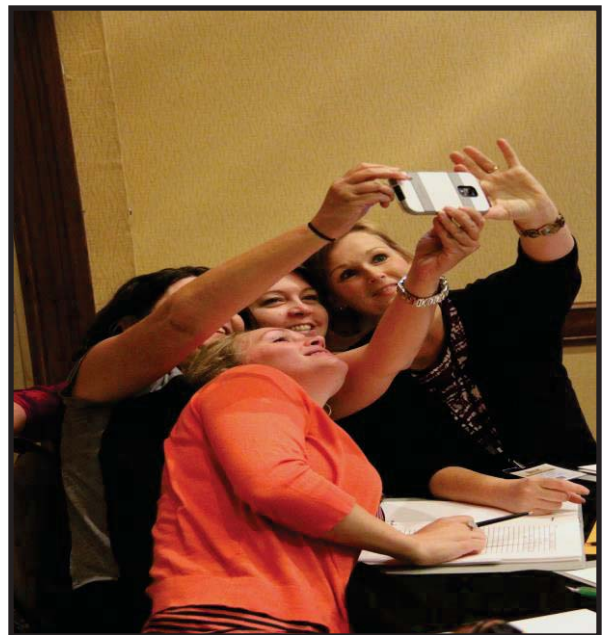
If you are timid, shy, scared of rocking the boat, afraid of what your staff might say if you ask them to change, cautious, or slow to act....

You'll Be Eaten Alive.

At least your net income will be. You have no real alternative.

Take action and *gain control now!*

- 🌐 Learn our **Step-by-Step Practice Growth Breakthrough Blueprint** Developed and Closely Guarded by Dentistry's Powerhouse Private Coaches
- 🌐 Inspire Passion and Performance in Your Practice by Building a Winning Culture
- 🌐 Discover the Power of *Unleashing the Potential of Your Team*
- 🌐 Learn How to **Create a World Class Team of Peak Performers**



"I really love Dr. Griffin's ideas and concepts. They have helped me organize my practice to a high level of efficiency that I could have never done alone. The first day we implemented his template system along with the concept of "work in" dentistry, we were very happy with the effect it had on our practice. Thanks to Dr. Griffin, I am now excited about dentistry again and cannot wait to see what tomorrow may bring."

– Dr. Brian Rhoads, West Memphis, AR

Take Action Now to Achieve Your Most Fun and Empowering Weekend Ever!

www.BeachSeminar.com

188.877.5648

ALL AT TEAM BEACH WEEKEND

Sign Up Today at Super Early Bird Pricing!



"Penny is smart, engaging, and very insightful regarding every aspect of managing a dental practice. She clearly understands how to coach practices to blend the care of delivering great dentistry with truly high quality customer service. Her presentation was excellent and drew a larger than usual crowd for our study club. After listening to her presentation, I understood why that was the case. I would highly recommend her services."

- Eric Buchner, DMD, Jackson, TN

"The program was excellent. I was very impressed with the fact that Dr. Griffin and his staff have been able to take the many areas and procedures that we all work with every day and develop systems that can easily be created and reproduced in our office."

- Deb Johnson
- Dr. Paige Lester, Birmingham, AL

"After hearing Penny Reed present to our study club, I could tell that she was extraordinarily knowledgeable and passionate about dental practice management and the business of dentistry. She is very engaging with her audience and excellent at sharing her ideas and experience."

- Chip Trammell, DDS,
MDS, Henderson, TN

"After just one day I realize how this conference will impact my practice. I'm fired up to add new tricks to my bag of tricks to overcome the strangle hold that insurances have at least on my practice. I'm glad I brought some staff with me to implement what we have learned so we WILL NOT FAIL. Chris Griffin 'has got it going on like Donkey Kong' with his staff and his practice. He assembled a great agenda of speakers and they are delivering the tools that will put people's practices over the top, things GP's should and must do to better serve their patients - which should be our goal - you take care of your patients and you will be blessed! Excellent conference - make plans to come next year or any event Chris plans! You won't be disappointed."

- Dr. Mike McCartney, Adel, GA

Event Registration Form

Team Beach Weekend

Sandestin Beach, Florida

**30% OFF
Registration
Ends Nov 15th!**

FAX YOUR REGISTRATION TO: 662-837-8199

We always have a big crowd and if you delay registering, you run the very serious risk of being locked out. But, if you hurry, not only will you get the Early Bird Pricing, you will be taking action toward building the practice of your dreams.

**WE GUARANTEE THERE IS NO BETTER CHANCE TO HAVE FUN AND
LEARN WITH YOUR TEAM ANYWHERE UNDER THE SUN!**

☐ **Yes! Please register me immediately for:**

The Team Beach Weekend

March 31 & April 1, 2017

Who should attend? Doctors, RDHs, Ofc Mgrs, and DAs
Location: Destin, FL. Hotel info provided to attendees only

NAME: _____

BILLING ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____

FAX: _____

EMAIL: _____

CREDIT CARD: _____

EXP: _____ SEC CODE: _____

SIGNATURE: _____

TUITION & FEES

Team Beach Weekend Registration 2017

Super Early Bird Rate!

MUST Register by Nov. 15th!

Doctor's Name: _____ **Reg. Price \$2497**
\$1797
(Includes Doctor + Two Team Members)

Team Members Names: _____

Additional Team Members Names: **Reg. Price \$297**
\$97
\$97
\$97
\$97

Total: _____ (verified prior to charge)

_____ Charge card in 1 installment

_____ Charge card in 4 equal installments

By signing and submitting this Registration, I am agreeing to the terms and conditions stated on this page and in the sales material I have received. I acknowledge and understand the refund and cancellation policy. The Capacity Academy reserves the right to determine acceptable registrations.

You may also call us to register at **888-877-5648** Or Fax to: **662-837-8199**

www.BeachSeminar.com

Testimonial From Previous Seminar:

*My head is spinning from all the information that was thrown at us – myself and my office manager. When we get back to Philly, there are a lot of changes we will be making. **I'm actually very, very excited about it.** Thank you, Chris!*

– Dr. David Spilkia, Philadelphia, PA



Approved PACE Program Provider
FAGD/MAGD credit. Approval does
not imply acceptance by a state or
provincial board of dentistry or AGD
endorsement. 10/01/2014 to
09/30/2018
Provider AGD ID # 343854