

BLATCHFORD SOLUTIONS

“From Staff to Team”

Dr. Bill Blatchford

AACD

May 6, 2008

New Orleans

Dr. Bill Blatchford
Blatchford Solutions
PO Box 9070
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www.blatchford.com
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From Staff to Team

Our goal is for each team member to sing strongly with the same voice.

Leadership of the practice—What is Your Dream?

Mission Statement

Who Are We?

What Do We Do?

For Whom Do We Do It?

Connection Vehicles

Morning Huddle—Coaching

Evening Meeting

Weekly Staff Meeting During Productive Time

BMW 4x4

From Staff to Team

Systems Create Structure

Agreements (write six)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Daily, weekly, monthly goals

Block Booking

Telephone Scripting

Financial Arrangements

From Staff to Team

Cross Training

Hygiene Scheduling

Dental Sales

Marketing

Referrals

From Staff to Team

Random Acts of Kindness

Bonus System

Monitoring Your Progress

From Staff to Team

For more information on the Blatchford Bonus System, complete this form and visit us at Booth # 827.

Name: _____

Phone _____

E-Mail: _____

Address: _____

City/State/Zip: _____

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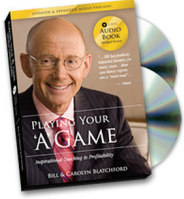
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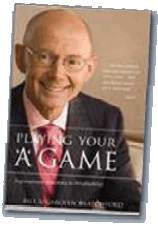
Blatchford Solutions

Envision Dental Practice Success

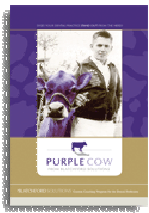
Educational and inspirational materials:



We are excited to introduce to you the audio version of our book, "Playing Your 'A' Game— Inspirational Coaching to Profitability". Nine doctors will share how they met their goals and created the practices of their dreams. In this updated version you will also hear where they are now. The doctors will tell you in their own words how they are continuing their success and running their dream practice.



"Playing Your 'A' Game" was inspired by the parallels of creating a winning sports team and the challenges of "winning" in the dental business. The Blatchfords share individual doctor's successes and challenges with the purpose of learning from others. Hearts and souls are bared and truths are told. The story is a very motivating read for doctors and teams. Grab the ideas and run with them.



Dr. Blatchford saw urgency in bringing new and different modalities to practice beside the ubiquitous cosmetics. He looked at Seth Godin's concept of the "Purple Cow" --turning coffee into Starbucks and ice cream into Hagen Daz. He brings seven concepts to add for branding and making your practice special. You and your team can turn the ordinary into the extraordinary. Four DVD's on Blatchford Purple Cow Seminar.



Dr. Bill Blatchford's 'Blatchford FILES' monthly CD subscription will share how you can apply Blatchford success principles of leadership, team building, proven systems, keys to profitability marketing and sales skills. Learn how the industry's most successful dentists created highly profitable dental business through the Blatchford program – and how you can too!

I would like to purchase:

~ Audio Playing Your 'A' Game: \$35.00

~ Purple Cow DVD Set \$99.00

~ Playing Your 'A' Game \$90.00

~ Blatchford FILES 49.00/month

Subscription \$49.00 month - First 2 chapters free with purchase

Name: _____

Phone _____ **E-Mail:** _____

Address: _____

City/State/Zip: _____

Credit Card # _____ **Exp date:** _____

TOTAL to be charged: \$ _____ **Signature:** _____

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