



**BIG CASE MARKETING**

# Case Acceptance Frustrations?

Who Else Wants Predictable Case Acceptance for Elective Dentistry *Right Now* and Be Ready to Massively Profit in the Emerging *New Dental Economy*?



Who is this Dentist and why is he telling the harsh truth about the secrets to case acceptance in *YOUR* practice?

Fellow Clinician,

**Have You Experienced ANY of These "Dirty Dozen" Case Acceptance Frustrations?**

1. Not knowing what to present (photos, technology, models, etc.) to get to yes?
2. Patients not "owning" problems or "valuing" oral health?
3. Seeing financially unqualified patients or patients having "sticker shock" at the fee?
4. Presenting to patients not ready for treatment?
5. Poor case acceptance with big \$\$ cases?
6. Hygiene patients not accepting more complete care?
7. Work-up, diagnosis, and preparing for case presentations is a time investment drain?
8. Counseling patients who aren't ready emotionally or financially for treatment?
9. Patients always pick the cheapest option?
10. Your recommendations overwhelm the patients?
11. Patient's not trusting the options you give?
12. Not knowing how or when to follow-up?

If you said **yes to one or more of the above**, there's *good news*. James has put together a System that **eliminates every one of the 12 frustrations**.

A successful restorative clinician whose cases average over **\$38K per patient**, **Dr. James McAnally** has taught dentists in over 40 countries and 6 continents how to **supercharge and systematize their case acceptance (sales) process for complex care patients (implants & reconstructions)**. At any time, only 5 dozen Elite dentists, each investing \$15K-\$25K per year, are allowed entry into his top level Programs for their marketing and case acceptance success.

For doctors fed-up with the 'dirty dozen' case acceptance frustrations and who are ready for a solution by a **real 21<sup>st</sup> century clinician**, his trademarked **Maximum Case Acceptance System™** is being made available to you via a one of a kind Program that *doesn't require travel or attending live meetings*.

This **Introductory DVD** to the Maximum Case Acceptance System™ is the first step for you to gain predictable case acceptance for large elective cases. On it, James reveals the **dark underbelly** of the major MYTHS circulating in dentistry related to case acceptance and dental "sales." You'll be pleased to find that **none** of the solutions for case acceptance with elective cases requires the use of high-pressure sales techniques, memorizing a bunch of "sales closes," making any major changes in your clinical procedures, or spending time revisiting the ineffective model of "educating" patients.

The Intro. DVD will immediately improve your current case acceptance by revealing two dentist behavioral patterns that if ignored automatically reduce acceptance and success, the 3 dirty little secrets that labs, supply houses, CE courses, and equipment manufacturers are hiding from you, why credentials, CE, logic, and "sales closes" aren't critical to case acceptance, the biggest clinical opportunity that exists in every market and the one capability used to harvest it, why 'big ticket' items like dental implants, cosmetic dentistry and reconstructions require a systematic sales process, ways to eliminate all competitors and finally get the fees you deserve and how "change or die" is a critical concept for practice success in the new dental economy emerging outside your front door right now—which will leave many dentists by the wayside.

**Like it or not, the new dental economy forming around your practice** is allowing only those dentists with access to the powerful concepts in the Maximum Case Acceptance System™ to maximize their cases going to treatment, help more patients with serious problems, remain free of insurance constraints and experience high levels of PROFIT. If you're too "professional" to apply the **science of persuasion** to help patients needing your advanced skills, you'll *hate* James. But if you're ready for a fresh, frank voice encouraging and empowering you to get more return on your efforts and to get the insider's truth on what "sells" **major elective treatment plans**, you'll be thrilled to have discovered him.

Every month over 26,000 dentists worldwide devour his writings. The most successful dentists take his concepts and elevate their success to even higher levels. As a

A Revolutionary *New System* for Gaining Case Acceptance. Just for Us Dentists, Specifically for 21<sup>st</sup> Century Fees & Treatment Plans Beyond Insurance. Developed by a Fellow 'in the trenches' Dentist

trusted management, marketing and sales advisor to the most **successful Elite Dentists**, James commands \$14,997 for his one day practice makeover sessions. HE'LL DARE YOU to think differently and more creatively about your case acceptance possibilities AND PRESENT THE TOUGH-MINDED, PRAGMATIC STRATEGIES NECESSARY to put more of your skills to full use helping more patients.

Take advantage of this **special offer** and get the DVD that reveals what's behind the "dirty dozen" frustrations preventing predictable case acceptance for you. **Don't let your competitors get to it before you**. Take your first step for **success in the new dental economy** and let the Intro. DVD start putting into place your Maximum Case Acceptance System™ today!

"Within 3 weeks of starting to Implement the Maximum Case Acceptance System™, I closed 2 cases for \$30,000! I just opened my practice in February and don't even have all my Systems in place yet!!!!"

**Dr. Ivan Terrero, Bonita Springs, Fl**

"The first presentation where James' told his marketing and case acceptance insider secrets, **resulted in two cases over \$50,000** being closed in my practice."

**Dr. Wes Moore, Fellow, ICOI**

"As a long-time student of sales as both dentist & lab owner, I've been around long enough to know whose telling it like it is or simply filling the room with recycled 'hot air.' James's Case Acceptance System is the **Real Deal**. Sales in dentistry has evolved. In the 70's, it was Walter Hailey, then Paul Homoly, and now for the 21<sup>st</sup> century, **Dr. James McAnally**. For dentists who want acceptance on more comprehensive treatment plans AND at higher fees, James is their man, and this is THE System to deliver it."

**Dr. Larry Brooks, CEO, Smile-Vision**

Order Dr. McAnally's Introduction to the Maximum Case Acceptance System™ DVD for \$297 (40% off the full price of \$497.00) by June 15th and get \$283.95 in FREE Marketing and Case Acceptance Tools!

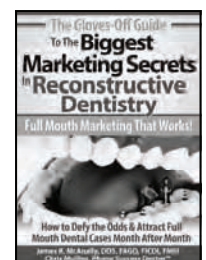


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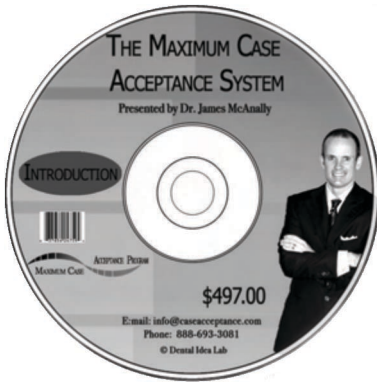


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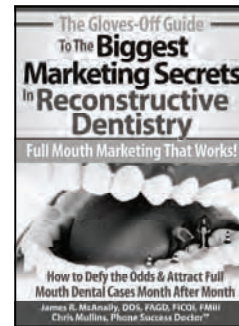
**YES! James, I want to get started on the road to better case acceptance on ALL my cases big and small. Send Me the Intro. to the Maximum Case Acceptance System™ DVD for only \$297 +S/H (40% off the \$497.00 regular price) plus My FREE Marketing and Case Acceptance Boosters—Your Book & 2 FREE Months of the Gold Elite Docs Strategies™ Letter; All Written Just for Implant & Cosmetic Dentists Like Me with Advanced Skills. I Understand My Investment is Tax Deductible and Fully Guaranteed!**



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- Dr. David Feldman – Long Beach, California



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### Introduction

For the last 22 years, this residency program has made hundreds of dentists more successful, happier, and knowledgeable, in all areas of contemporary esthetic restorative dentistry. The purpose of this unique lecture, hands-on laboratory and clinical program is to provide a comprehensive educational experience that any dentist will benefit from. Learn the clinical techniques and materials necessary to successfully master these contemporary procedures and how to introduce them into a practice. Start practicing smarter, easier, and improve the bottom line.

### Lecture

### Faculty

Dr. Bruce J. Crispin, Dr. Kristi Crispin, Dr. Bill Kimball, Joe Weisz CDT, Dr. Edmond Hewlett, Dr. Todd Snyder, Dr. James Peyton, Dr. Paul Belvedere, Dr. Jerry Woolf, Dr. Joseph Kan, Dr. Marilyn Calvo, Dr. Tannaz Goodjohn, Dr. Afshin Azimi, Dr. Jack Ringer, Dr. Stuart Rubin

**Tuition** \$9365 If you register by June 30th, 2009 with the check below

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## **Dr. Tony Soileau**

### **CV**

Tony is a general dentist from Lafayette, Louisiana. He was born and raised in south Louisiana, which makes him a true Cajun. His practice focuses on restorative rehabilitation and cosmetic enhancements. He graduated from LSU School of Dentistry in New Orleans in 1994. He has been president of his local dental society and is an associate professor at LSU School of Dentistry. He has been a faculty member of the Institute of Oral Art and Design (IOAD) in Tampa, Florida and the Pacific Aesthetic Continuum (PAC~Live) in San Francisco. He is a member of the ADDA, LDA, ADA, AGD, AACD, and his Fellowship in the Academy of Comprehensive Esthetics. He has published over 50 articles on esthetic dentistry as well as incorporating technology into a general dentistry practice in leading dental journals such as Dentistry Today, CERP, Inside Dentistry, Dental Economics, and PPAD. Many of his techniques and articles can be found on his website . He may be contacted at 337-234-3551 or on his cell at 337-344-2564.

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During this lecture I will cover all aspects of composite restorations. *This will include case selection, placement technique for anterior and posterior restorations, bleaching techniques, case presentation, and photography.*