



## 11<sup>th</sup> Annual Damon **FORUM**

JANUARY 18-21, 2012

JW MARRIOTT DESERT RIDGE | PHOENIX, AZ

### *Selling to Succeed:* Consultations that Convert Seminar

Optional  
Session  
**\$75**

Friday, January 20 – 1:00 pm - 5:00 pm | Mr. Jason Tabb & Mr. Jeff Behan

This mini-seminar teaches you how to immediately apply proven consultative selling and marketing strategies to drive more patients to your practice, increase consults and conversions, and grow your practice. Key takeaways include how to:

- Motivate your entire staff – from front office to treatment coordinator, leverage proven sales tactics to dramatically increase consultations and conversion rates.
- Customize closing techniques – to adapt to specific patient characteristics and connect the dots between what patients want and what you can offer.

“*This was absolutely the BEST program I have attended in a very long time and I have been to hundreds! I believe I can go back and make a huge difference in my office.*”

~ Deborah Thomas, Office Manager | Tagawa & Curtis Orthodontics, Brea, California  
(testimonial from July 2011 program)

### COURSE SPEAKERS



Jason Tabb

**Jason Tabb** is Director of Global Sales Training for Ormco where he instructs hundreds of sales professionals on how to execute effective selling strategies for greater market penetration. During his 12-year tenure with Ormco, he has held numerous sales and marketing positions, earning the highly distinguished Sales Representative of the Year Award in 2009. His background also includes highly successful sales roles for OrthoPacific and Midcom.



Jeff Behan

**Jeff Behan** is President of VisionTrust Communications, which specializes in print, broadcast and web communications, as well as serves as the North American distributor of Dental ED, one of the largest dental study clubs in the world. A marketing veteran of 28 years, Jeff has worked with more than 1,000 orthodontic practices and lectures all over the world on topics ranging from internal/external communications, sales performance, connecting with existing and prospective patients, referral building and practice branding. He also serves on the Board of Directors for Smile for a Lifetime and is a founding Board Member of VisionTrust International, a non-profit organization dedicated to orphan care.

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