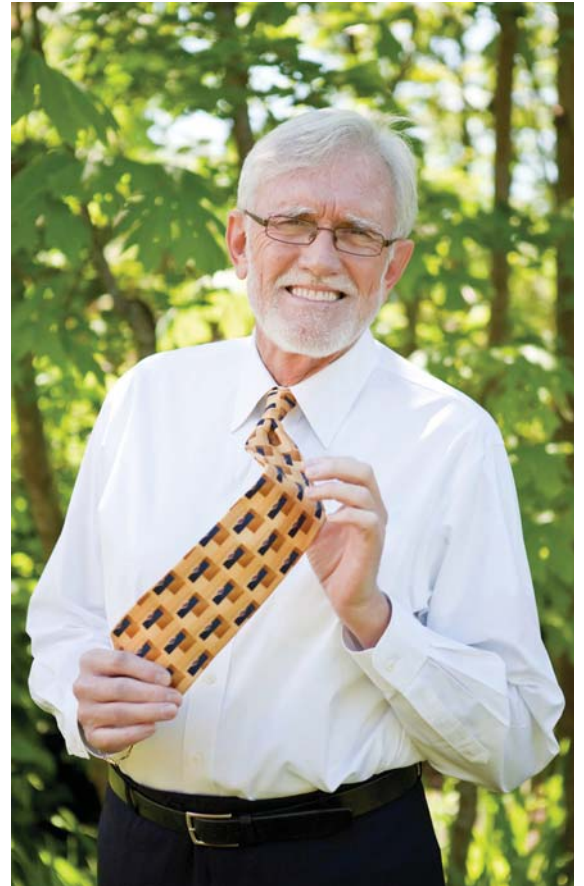


Life is full of choices

Whether it's picking teams in grade school or choosing a tie, life is full of choices. Today's dental patients are choosing also. Gone are the days when a dentist only had to hang out the sign and start booking patients. Competition has never been greater for your patient's expendable cash. Identifying and



corporate world with his thirty years of private practice experience, Dr. Larsen shares how he built a strong community brand and creatively marketed his practice to produce consistent growth, even during tough economic times.



marketing your competitive advantage is essential for a successful dentist. Jack Welch, former CEO of General Electric, advised, "If you don't have a competitive advantage, don't compete." In this presentation, Dr. Brad Larsen relates real business examples of companies that have successfully marketed their competitive advantage. Combining the principles of success found in the

At the conclusion of this presentation, participants will be able to:

- Define a competitive advantage
- Determine their office's competitive advantage
- Complete a SWAT analysis
- Identify their target market
- Create a market strategy for their practice

Book Dr. Larsen
for your next event!

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