

# Say This...Not That!

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**You are the message.** Within 7 seconds your patient has developed an opinion based on what they see and experience.

Learn verbal and nonverbal communication skills such as active listening, benefit statements and body language.

Figure out what you may be able to do differently to **improve your presentation skills, language and image.**

## Course Objectives:

- 3 V's that influence your patients
- Communication fundamentals
- Active listening skills
- Evaluate body language and vocal tone
- Benefit statements
- Handle objections and get commitment
- Measure your results



*"It was a great day. Laura is not only a terrific motivating speaker with great practical ideas, she is fun! Feedback from our members was excellent. Laura is the real deal! Many of our members and guests commented on changes they have made based on what they learned that day."*

~ Dr. Steve Ross;  
**Dutchess County Dental Society;**  
Poughkeepsie, NY

## *Enhance Communications*



## **Laura Jamison**

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