

## **BUSINESS CONSULTANCY PROGRAMME**

**Term: 6 months**

**Price: £2000 per month**

This programme is aimed at any clinician looking to accelerate the growth of their business, whether setting up a squat, or wanting to take their existing clinic to the next level.

The consultancy is a truly bespoke service catered around your needs and you will have full access to Dr Robbie Hughes and Dr Milad Shadrooh, who will share their knowledge and expertise to help you achieve your goals, inevitably creating an opportunity for higher income, whilst doing the type of dentistry others aspire to.

The term of the consultancy is 6 months as it takes time to plan, strategise and implement the many factors that make a successful business. After the initial term, there are many options that can be discussed moving forward.

### **During the 6 month term, you will receive:**

2 one-to-one sessions with Dr Robbie and Dr Milad, one at the start to discuss all your needs and to create a bespoke plan, and one at the end to review all the amazing progress made over the 6 months and to look at future goals.

During these visits, we look at all areas such as clinical workflow, clinic layout and aesthetics, how to convert a consultation, digital dentistry, smile designs and smile make-over treatment planning, social media and your online presence, content creation, team building and staffing.

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Phone and group chat access to Dr Robbie and Dr Milad at any time to discuss all and any areas of your growth plan.

Full analysis of your brand and your digital presence including website, social media presence and marketing strategies with suggestions on how to maximise on all aspects.

Access to Avantgarde Courses including Injection-mould Composite Veneers, Marketing Masterclass, Clear X Aligners.

Full access to Dental Excellence Lab with your cases being monitored by Dr Robbie and Dr Milad for all case planning and execution.

Shadowing a Consultation Day with Dr Robbie and his team at Dental Excellence to see the workflow first hand and understand the patient journey. We recommend bringing a nurse with you who would be carrying these out with you at your clinic.

“Over-the-shoulder” day at Dental Excellence viewing the clinicians carry out treatments that you would want to do more of, allowing you to watch and learn the workflow and see it live.

A day with Dr Barry Oulton. Creator of The Confident Dentist, Dr Barry is a world-renowned clinician, business mentor and communication skills expert. The day will be spent assessing your business structure, looking at your patient journey and improving rapport building with unique communication skills and training and motivating the whole team to achieve greatness.

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Content Creation Strategy Planning – Dr Robbie and Dr Milad will create a bank of content ideas for your clinic to truly excel and stand out from the crowd. This content strategy can then be implemented by your own media team or you can use the dedicated team that create the content for Dental Excellence at an additional cost.

Influencer Marketing Campaign – with a breadth of experience in influencer marketing, Dr Robbie and Dr Milad will help find and plan for an influencer campaign that suits you and your clinic create the correct messaging.

The timing of these points will depend on the individual clinic and stage in development and growth, which is why we insist on a 6 month term to implement everything correctly for the maximum benefit of you and your clinic.

### **Northlane Dental Practice - Hema:**

**“I feel that DE consultancy is the best decision I ever took for my business. What I loved about it was that it’s a bespoke package which met my practice needs precisely. Robbie and Milad are so friendly and approachable. They supported and helped me to achieve my dreams efficiently and effortlessly. I appreciate it wholeheartedly and I am very thankful to them. I feel privileged to be guided and supported by the market leaders in our field.”**