



JAMESON

SPEAKS



MANAGEMENT • MARKETING • LEADERSHIP • HYGIENE

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JAMESON SPEAKS

Brenda McNulty

JAMESON ADVISOR & CHIEF OF PEDIATRIC AND
ORTHODONTIC SERVICES

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Brenda's infectious and energetic attitude shines through in her unique presentation style. For over 20 years Brenda has worked with dental teams across the country bringing efficiency techniques for both clinical as well as business team members in general practices, as well as orthodontic and pediatric practices. Her passion for the dental profession continues to propel her forward as a key expert for dentists and teams looking to pursue more successfully their ideal practice vision.



"Brenda came into our office and has lit a fire under our whole team like I have never seen. Our collections have increased dramatically and the energy with our team is incredible. Our collections are up by 40% instantly and our team morale is at an all time high." Dr. John & Carol Hatten - Odessa, TX

"Brenda kept a positive pace and kept my attention throughout the day. Easy to follow & pleasant voice."
Donna, Administrative Assistant - Indianapolis, IN

To learn more about Jameson speakers and courses, visit www.jmsn.com or call 877.369.5558.

1900 NW Expressway, Suite 1410, Oklahoma City, OK 73118



JAMESON SPEAKS

FISH! Philosophy

A PRESENTATION FOR YOUR DENTAL TEAM!

SYNOPSIS:

Imagine a workplace where everyone chooses to bring energy, passion, and a positive attitude with them each day. That's the FISH! Philosophy. An environment in which people are truly connected to their work, to their colleagues and to their customers.

Impossible? Not at all.

FISH! is the story of Seattle's World Famous Pike Place Fish Market - a shop full of fishmongers spending their grueling, stinky, 12-hour shifts stocking, selling, and packing fish. Typically, it would be the last place you'd look for great customer service, but in this incredible work environment they use the FISH! Philosophy. Employees don't just fill orders, they fill people with fun, friendliness, attentiveness, and enthusiasm.

Their story has resonated with everyone, and it's easy to see why thousands of organizations worldwide are adopting the FISH! Philosophy and learning that these principles of the market are actually truths for everyday life. The bottom line? FISH! is creating a new reality that won't only change the way you think of work - it might just change your entire view on life. The FISH! Philosophy program empowers employees to be more effective in all areas of customer service.

The training session is helping organizations worldwide use the FISH! Philosophy to improve customer service, teamwork, employee engagement, retention, recognition and leadership. Southwest Airlines, Apple, Amazon.com, and BMW are just a few of the many organizations successfully using the FISH! Philosophy.

The FISH! Philosophy is easy to integrate and its fun, fast paced concept will engage and energize all participants.

How does the FISH! Philosophy work in dental offices? We teach your team how to turn a dental visit into a dental experience that will leave your patients raving about their time with your team to others. Learn how the O/3/11 Rule works and what that means to your practice. Using the FISH! Philosophy you can re-energize your team and create an environment where you go to FUN everyday instead of WORK!

PROGRAM OPTIONS:

- 2 Hour Introduction to FISH!
- 4 Hour Comprehensive Interactive
- 6 Hour Round Table Team Workshop
- Team Fish Retreats for 2 day Program also available



JAMESON SPEAKS

Overcoming “I’ll Think About It”

SYNOPSIS:

Tired of investing your time and energy into a treatment presentation only to have the patient say, “I’ll think about it.”? In today’s economy, money is the dental professional’s primary obstacle for a patient to move forward with recommended treatment. Have you found this to be true in your practice? Are you finding that no matter how great your dentistry is you just can’t seem to get your patients over the financial hurdle? If so, discover, develop and implement the techniques and skills needed to get patients to say YES to treatment. Each member of your team plays an important role in getting the patient to accept treatment they NEED and WANT! This course provides you and your team with the know-how to do just that.

OBJECTIVES:

- LEARN the art of the New Patient Experience.
- SURROUND yourself with dental professional superstars! Learn how to create a culture in your practice that empowers, inspires and reflects true professionalism and well-managed systems.
- COMMUNICATION! Communication! Communication! Develop the skills necessary for effective listening and speaking.
- PRACTICE MAKES PERFECT! Learn techniques necessary for successful case presentation.
- WHAT ARE MY OPTIONS? Find out how to make financial arrangements and how to find financial options that work for your patients and your practice.
- FIRST IMPRESSIONS COUNT! How to create an ambiance inside your practice and throughout your community that reflects the quality of dentistry you wish to provide.

This course is intended for all dental professionals.



JAMESON SPEAKS

PAST SPEAKING ENGAGEMENTS:

- Henry Schein Fall Festival, Denver, CO
- AADOM Northern Ohio Chapter Meeting
- Henry Schein Spring Fling Event, St. Louis, MO
- West Virginia Dental Association Meeting, Charleston, WV
- Oral Health Partnership, Green Bay, WI



Want to learn more about having Brenda at your next meeting?

Email info@jamesonmanagement.com or call 877.369.5558 to learn how to make your next meeting fun and informative for your attendees!



JAMESON MANAGEMENT & MARKETING
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