



Join us as AADOM Tennessee Chapters come together for **FRONT OFFICE ROCKS CUSTOMER SERVICE**

Friday, August 20th from 8am – 12pm (CT)

CE Credits: 4 hr.

Chapter Members: *No Charge* Non-AADOM Members: *\$50*

Light breakfast will be available from 7:30am to 8:00pm



Face-To-Face: Delivering An Immersive Customer-Centric Experience

Train your team to Rock Customer Service from the Front Office to the Back. In this course, you will learn the Key's to Communication that will help you understand the importance of Customer Service and Recognize how to be a leader in the practice. The course will help you bridge the customer service experience for your patients by learning to identify customer experience ball drops and catch them before they impact your profits and practice success!

Attendees will learn to:

- Define Customer Service
- Analyze the 5 C's of Customer Service
- Differentiate between Customer Service and Customer Care
- Identify the 7 Keys to Communication
- Recognize the 3 R's of Leadership

Meeting Location: The Walnut House

116 N. Walnut St.- Murfreesboro, TN 37130

Award-winning, international speaker & the founder of Front Office Rocks™

Laura Nelson, MS, FAADOM is the founder of Front Office Rocks, the leader in on-demand training for dental practices. Laura



witnessed first-hand that continual training was missing in the dental practice and built Front Office Rocks to be a 24/7 virtual resource for dental practices and offers training for the entire team.

Laura has authored hundreds of articles for leading dental publications and has published two books to help dentists discover their purpose and become true leaders of their practice, *Step Away from the Drill* and *Hiring Without Hesitation: A How-To for Small Business Success*. Laura is an international speaker, a member of many dental and national speaker associations and was recognized as one of Dental Product Report's Top 25 Women in Dentistry.

As a best-selling author and the leading authority on web-based dental office training, Laura will share with us her best-known methods for achieving the ultimate level of customer service in your practice.

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