

*“The doctor who sold me on Jay and the Scheduling Institute had just seen his new patients increase from 200 per month to over 350 per month in just 30 days. I was blown away! Since then, we introduce Jay’s program into every office we serve!” --Greg Stanley*

## New FREE CD reveals little-known practice-building secret that can increase new patients 20% to 60% a month...

**And, you won’t spend even one more dime on advertising and marketing!**

There’s no dental practice-building technique more effective... and economical... than the one revealed on a new CD from Jay Geier’s Scheduling Institute, *New Patient Secret Exposed*.

With this one secret, dentists nationwide have boosted new patient flow by 20%... 35%... even 60% each month. And, the CD is yours FREE, just for the asking!

### Discover the “Secret”

In your FREE CD, *New Patient Secret Exposed*, you will discover:

- 5 magic words that instantly bond new patients to your practice.
- A proven technique for overcoming the objection, “Do you take my insurance?”
- Common customer service error accidentally convinces patients NOT to come in.
- The most potent dental marketing tool ever discovered— you already own it.
- 3 questions you must ask every new patient who calls.
- The most important call a dentist can take ... and why most doctors flub it.
- 2 words you should erase from your closing script – and one word to substitute for both.
- The only proven method for motivating your staff to increase new patients.
- Why you should never ask a patient, “Do you want to come in for an appointment?”
- Should you discuss fees over the phone -- ever? The answer may surprise you.
- And so much more!

### Make the Secret Work for YOU

You can learn these – and many other -- proven practice-building techniques just by listening to your FREE CD while driving home from the office.

Best of all, Jay Geier’s Scheduling Institute can efficiently train your entire staff in how to use these proven methods -- to turn more calls into appointments than ever before.

For almost 2 decades, Jay Geier and the Scheduling Institute have trained thousands of dentists – and their staffs – in low-cost/no-cost customer service techniques.

Proven methods that can increase your new patients by 20%... 35%... even 60% or more a month – while improving patient loyalty and retention.



*Let Jay Geier train and certify your team like this group of Scheduling Institute certified staff who were recognized by Jay Geier and Greg Stanley at a recent Whitehall event in Atlanta, GA.*

Now, the Scheduling Institute can boost *your* new patient flow... if you will let them. Guaranteed. Or you pay nothing.

### Dentists Praise the “Secret”

“Before we began the training program, we were averaging 20 new patients a month. We now average over 100 new patients a month.” --Dr. Kelly Bridenstine, Kansas

“I was averaging 35 to 40 new patients a month. Now I see about 65 to 70 new patients a month.” --Dr. Larry Kaplan, New Jersey

“Our new patient numbers are up about 25% since we started applying these principles.” --Dr. Richard Cangelosi, Louisiana

“My new patient stat went up 30% after my first month with the Scheduling Institute. My staff and I love the simplicity of the program!” --Dr. Christine Oh, California

“When we started working with Jay Geier we were averaging 15 new patients a month. That DOUBLED! We now average 30 new patients a month.” --Dr. Barry Ceridan, California

### Send for Your FREE CD Today

For your FREE CD, *New Patient Secret Exposed*... and to get the facts on how Jay Geier’s Scheduling Institute can help your front-desk staff dramatically increase your practice profits...

**Call Jay’s office: 866-344-3192 today!**

**Or, visit us online at: [www.TeachMyStaff.com](http://www.TeachMyStaff.com)**

Remember, the call...and CD...are FREE. But the practice-building techniques we can teach you – and your staff -- may be priceless.

**Ready to begin working with Jay?**

**Call 866-344-3192 for Express Enrollment --**

**5 Minutes or Less...Guaranteed!**



**Jay Geier’s Scheduling Institute**  
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**866.344.3192**