

Dr. Tricia Crosby, Dr. Martin Kolinski and Dr. William Trahan
cordially invite you and your staff to attend their
first ever team building seminar:

The Attitude of Service

Presented by Thomas M. Carroll

We serve or are served constantly and we judge these experiences instantly.

There are thousands of variables that make up a service experience and many of these variables are unconsciously executed or outside of our direct control. Yet, these variables create a feeling, an experience, and a decision each time they happen. As the receiver of service, we instantly judge: Did I like what just happened? Do I want to have that experience again? Will I tell my friends about this? Usually, if you are telling your friends it was a bad experience.

In the Dental Profession this experience is more personal as a patient's physical space is being invaded, their wallets are being invaded and they are not really sure what is about to happen, but they're guessing it will not be pleasant. So, the Dentist and Office Staff have to overcome "an attitude" as soon as it walks in the door...and we haven't even said "hello." Clearly, this creates stress for everyone involved.

In our session we will explore:

- Service touch points
- Creating a service culture
- Office relationships as the service foundation
- Assessing clinical competence through the service experience
- Service as a personal mission
- Service failures and recovery, and service under stress

This session will be fun, interactive, and entertaining. Participants will leave with at least one action item they can execute to strengthen their service orientation and their patient's service experience.



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DENTAL IMPLANTS • PERIODONTICS



(630) 377-4677

525 Tyler Road, Suite E
St. Charles, IL 60174

Winter 2019 Seminar

Wednesday, January 30, 2019

TIME

6:00PM - 8:00PM

LOCATION

ELGIN COMMUNITY COLLEGE
THE SEIGLE AUDITORIUM, BUILDING E
1700 SPARTAN DRIVE
ELGIN, IL 60123



\$ 20

DINNER INCLUDED

Payment Requested 1 Week
Prior to the Seminar

Dentists, Hygienists, and Staff Members All Welcome

Because we order dinner ahead of time,
refunds will not be given on any
cancellations

Space is Limited. Please reserve your space
today by contacting Alexa Poulos at
630.377.4677

This course provides 2 CE Credits

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