

PEAK PERFORMANCE

THE MAGAZINE OF STERLING™ - ISSUE 10

iChat Video

Enables you to directly communicate to your consultant

STERLING LIVE

On-site delivery of 12 new custom workshops to expand your practice

A CLEAR ROADMAP TO YOUR DREAM PRACTICE AND LIFE by L. RON HUBBARD

New Custom SPEEDO Program

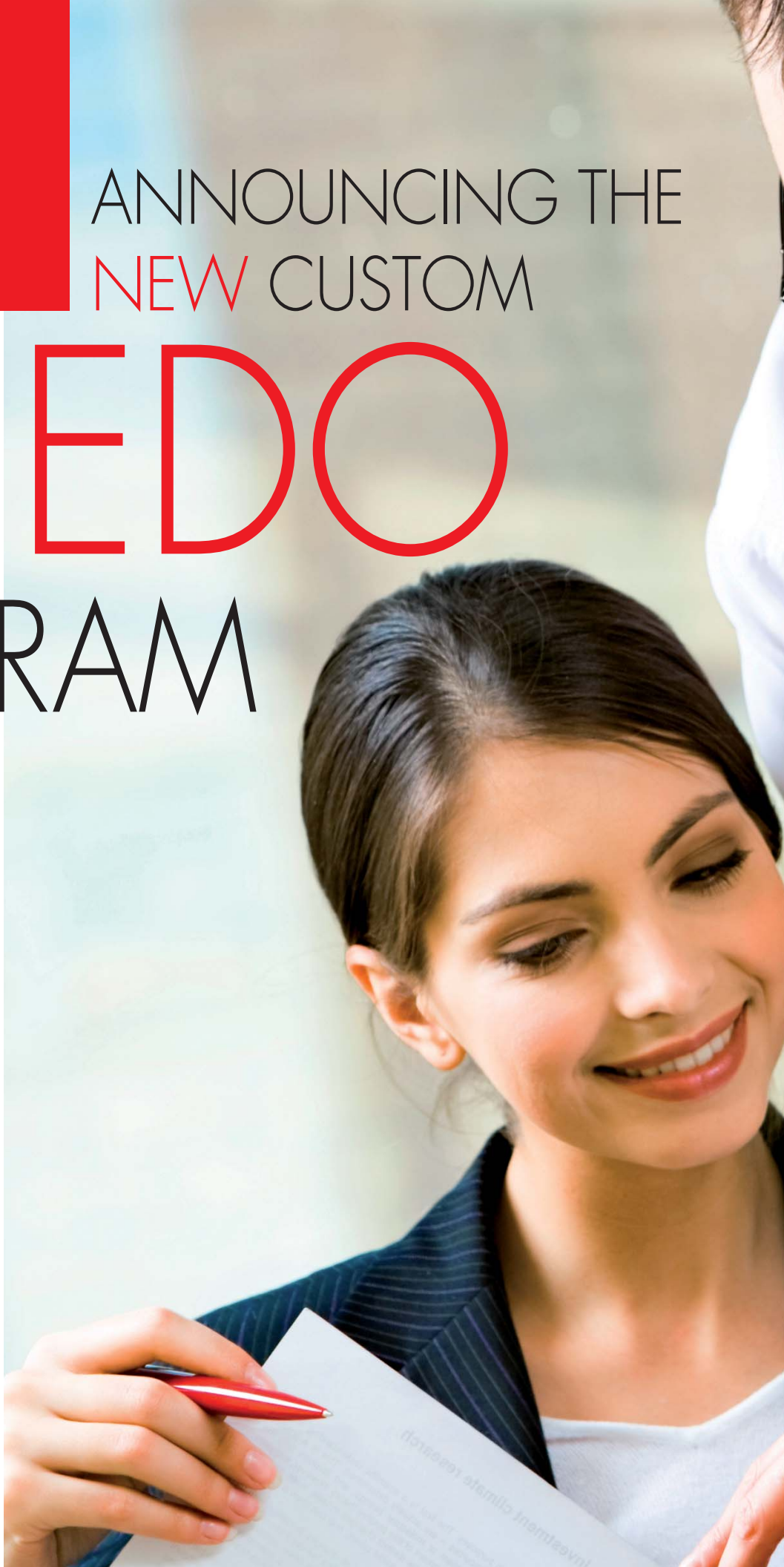
We come to you with a customized program to get your staff on the same page, creating a smooth-running practice.

STERLING
LIVE:

ANNOUNCING THE
NEW CUSTOM

SPEEDO PROGRAM

We come to you with a customized program to get your staff on the same page, creating a smooth-running practice.







You provide key
information about
your practice



We zero in on the specific problems which need to be addressed and we come to you to help you eradicate them. It's fast and results are immediate.

ou're not only a professional in practice, you're the senior-most executive of your own business. Love it or hate it, managing your practice well is as crucial to its success as delivering its services. Wearing both "hats" is an overload and results in one or the other being neglected—all too often it's the executive hat, with its own unpleasant issues, which suffers. If you want to attain your goals for your practice and have a motivated staff, the correct management actions must be taken. The new customized Sterling SPEEDO program, delivered at your practice, is your single most effective and immediate solution.

Addresses the specific issues blocking your success

Sterling has devised a brand-new custom SPEEDO service derived from its wildly successful tried and proven organizational SPEEDO program. Unlike a generalized program, the new custom SPEEDO precisely pinpoints and addresses the exact issues blocking the expansion of your practice. We zero in on the specific problems which need to be addressed and we come to you to help you eradicate them. It's fast and results are immediate.

Depending on your specific needs and objectives, your customized SPEEDO program will focus on one or more of the following:

- Significantly increase revenues
- Staff issues: disagreements, unmotivated, nonproductive
- Production increases (eliminating production bugs)
- Hiring and/or firing
- Management by statistics and stat analysis
- Application of conditions formulas by staff and/or the owner
- New client/patient procurement
- Existing client/patient retention
- Communication systems and dev-t
- Organizing board
- Internal marketing and referral programs
- Finance management
- Collections and/or accounts receivables
- Sales/closing and the Tone Scale
- Appointment book control
- Filling up the appointment book
- Bringing on a new associate

Conveniently delivered at your facilities, your expert SPEEDO consultant works with you to handle unresolved issues plaguing your practice. Our veteran SPEEDO consultants are the cream of the crop at Sterling. Confident, competent and passionate about your success, your own SPEEDO consultant will guide you through your tailor-made program. The result? You and your staff united as a team operating a smooth-running practice to take it to the next level and beyond.

Information-gathering zeros in on the exact issues

The first step of your SPEEDO program consists of comprehensive data-gathering focused on the areas hindering your business. On this step, our technical expert sends you a packet of questionnaires and tests to have completed and returned. These questionnaires and tests—developed and proven over many years of use in employee evaluation and hiring procedures around the world—provide insight into the strengths and weaknesses of your practice. Key statistical information is also gathered and examined. One-on-one interviews are done as necessary to get *all* the data needed.

Benefits of the New Custom SPEEDO



- Increases revenue
- Gets you and your staff on the same page
- Gets staff motivated and excited about goals for the business
- Creates a smooth-running practice
- Focuses on only specific area(s) blocking expansion
- Delivered at your offices, no travel hassles or expense
- Frees you up to do more of what you want to do
- Puts steps in place for the achievement of future goals



Your SPEEDO consultant reviews your custom plan with you

Expert analysis and a precise, tailor-made plan for your practice


The plan may include such matters as managing personnel, hiring and firing, management by statistics, generating new business, collections and so on.

Your consultant, in coordination with your specially-trained SPEEDO consultant, scrutinizes the information gathered and produces a precise in-depth analysis of the specific areas holding down your practice. With your vital input, your consultant formulates an exact, step-by-step plan to

focus on and eradicate the specific barriers to success. The plan may include such matters as managing personnel, hiring and firing, management by statistics, generating new business, collections and so on. Regardless of what the issues may be, your custom SPEEDO program isolates and addresses them.

This concentrated focus on the specific issues to be addressed is a key difference of the new custom SPEEDO. Rather than devise a generalized plan for the practice, which some clients do need, your custom plan zeros in on the exact areas in need of attention. The plan is laid out in a clear-cut, step-by-step format. Your SPEEDO consultant also oversees implementation of the plan.

In addition to addressing current issues, your custom SPEEDO plan includes simple program steps for the future as well.



“What it takes to make an organization go right is the intelligent assessment of what really needs to be done, setting these as targets and then getting them actually fully DONE.”— L. Ron Hubbard



Training boosts staff productivity and morale

Staff seminars and workshops get staff on the same page

Your SPEEDO consultant then arrives at your office to help in the execution of your tailor-made SPEEDO program. The first step is a private interview with you and review of your custom SPEEDO program. Any necessary revisions can be made at this time.

The next step is to get your staff familiarized with the specific materials to remove the barriers to success. This training activity is a vital step to getting everyone on the same page in your practice. Materials covered may include applications of the conditions formulas, organizing board basics, interpersonal relations, communication systems, management by stats, dev-t, sales, marketing and so on.

Depending on the focus of your SPEEDO program, the staff training

may be delivered as a workshop, seminar (most usual) or courses. Your SPEEDO consultant is an expert in staff training and will choose the most effective training method which will be delivered at your site.

Training your staff in the pertinent materials greatly increases their understanding of what you're trying to accomplish in your practice. It establishes accord among the staff as to the policies, procedures and aims of your practice.

Training your staff in the pertinent materials greatly increases their understanding of what you're trying to accomplish in your practice.

"To be a good executive or staff member one has to know the right way something is done and to be able to apply and get done what he knows and be able to correct errors so they go back to the correct procedures.

"There is a way to do something right. The right ways to do things are called TECHNICAL PROCEDURES or TECH when it comes to . . . scientific or mechanical processes.

"The test of any body of procedures is whether or not they will, when done, result in a smooth-running organization which produces final valuable products in volume that have acceptable quality and maintain the organization's survival.

"Our administration passes this test."

—L. Ron Hubbard

Your SPEEDO consultant helps execute your custom plan



Program implementation with your SPEEDO consultant gets fast results

With staff now familiar with the materials needed to address the specific issues, program implementation can now begin. During this time, the SPEEDO consultant coordinates the exact steps needed to ensure program success. Staff get motivated and results are immediate. Revenues rise, often dramatically.

Annual Customized SPEEDO Programs are Recommended

Times and circumstances change, and sometimes dramatically so. For that reason, Sterling advises clients to do new customized SPEEDO programs annually, as our most successful clients do. This keeps your practice running smoothly, your staff motivated, and you reaching *your goals*.

Special pricing on the new tailor-made SPEEDO program is available to any Sterling client who has previously done a SPEEDO program. Ask your Sterling Service Consultant about our special rates for multiple SPEEDO programs.

Sterling advises clients to do new customized SPEEDO programs annually, as our most successful clients do. This keeps your practice running smoothly, your staff motivated, and you reaching *your goals*.

Sign up now

Delivered at your facility, the SPEEDO program is convenient and easy to do. No travel time or expense is required, nor time away from your family or practice. Once your SPEEDO consultant arrives, the program runs generally 3 to 5 days.

It's time to get you and your staff united as a team in a smooth-running practice. Then you will be able to achieve your objectives, goals and do more of the things you want to do.

The custom SPEEDO program is easy to do. Contact the Service Consultant to sign up now.

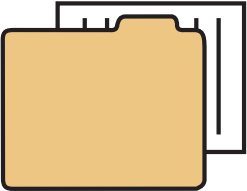


Your customized SPEEDO program will focus on one or more of the following:

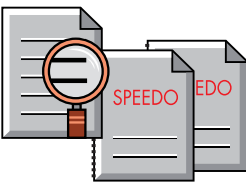
- Significantly increase revenues
- Staff issues: disagreements, unmotivated, nonproductive
- Production increases (eliminating production bugs)
- Hiring and/or firing
- Management by statistics and stat analysis
- Application of conditions formulas by staff and/or the owner
- New client/patient procurement
- Existing client/patient retention
- Communication systems and dev-t
- Organizing board
- Internal marketing and referral programs
- Finance management
- Collections and/or accounts receivables
- Sales/closing and the Tone Scale
- Appointment book control
- Filling up the appointment book
- Bringing on a new associate

The phases

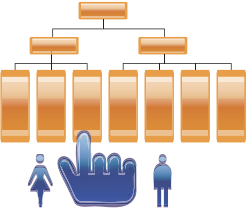
We come to you with a customized program to get your staff on the same page in a smooth-running practice.




Phase 1:
Precision information-gathering



Phase 2:
Expert analysis and custom planning



Phase 3:
Effective, on-site staff training



Phase 4:
Efficient program execution for fast results



From Carla Webb, DMD

Before our SPEEDO, our production stats were in Affluence but finances were in Emergency. Although I didn't see it at the time, staff efficiency and intention were our main problems. I just knew we were delivering a lot of dentistry and still barely getting by financially.

What I liked about the SPEEDO was the Sterling consultant could come out to my office and see firsthand what we were running into. I was very reluctant to leave my practice for any period of time. Having Sterling come to me gave me the peace of mind that my staff could learn alongside me *and* that I wouldn't have to leave the practice unattended.

What I really valued about the SPEEDO was the interaction my staff was able to have with the consultants. It was very telling of how they would respond to our *new* way of doing things. By watching their responses to the course material, I was able to see who was willing to be a team player and who was not. I could even see the dangerous alliances that had formed among staff members with those who had disagreements about the direction that I wanted to go.

The staffing of unwilling team members coupled with having too many staff were a



Carla Webb, DMD

huge burden on my practice. Not only was I paying too many people to do the job, but I was paying people who were so unwilling

on top of that. I had 8 full-time staff and one part-timer, was overpaying them and had at least 2 staff who were driving my patients away. Getting my staff problems in check has changed my life entirely.

The willing staff have remained onboard and have contributed to the improvement of my practice. The unwilling staff didn't stick around because they, too, realized they were unable to contribute in the ways needed to make the practice expand.

I feel my SPEEDO gave me the tools to become a better executive. I always thought I was a pretty good businessperson, but the truth is I had no training in dental school, or elsewhere, to know where to begin. I have hired other consultants and have never received results like what I have gotten from my SPEEDO. Finally, I feel like I have the tools to confront any issue that arises and I don't have to worry about whether I can get things done.

Before my SPEEDO, I didn't think I could find and keep good staff. Now I know that I can actually attract great staff, manage by statistics, and not worry about it. In my opinion, this is really the only way to manage people. Plus, our finances have gone into Affluence.

It's been a pleasure working with the entire Sterling crew.

New Custom SPEEDO Frequently Asked Questions

1. How is the new custom SPEEDO program different from Sterling's general SPEEDO program?

The new custom SPEEDO program precisely isolates and then addresses the specific issues blocking the expansion of your practice. Whether it's procuring new patients or clients, increasing revenues or solving personnel issues, the new SPEEDO program addresses and deals with the exact barriers plaguing your practice. As with the general

SPEEDO, Sterling comes to your facility to facilitate program implementation.

2. What is the end result of the new custom SPEEDO program?

The result of the SPEEDO program is you and your staff united as a team, operating on the same page in a smooth-running practice. If your revenues need to increase, the SPEEDO will address that as well. Your short-term goals are achieved and effective

plans are in place to take your practice to the next level and beyond. More importantly, you'll know how to bring those plans to fruition. And you have more time to do the things you want to do.

3. Who is the new custom SPEEDO program for?

The SPEEDO program is designed for any clients with ongoing unresolved problem areas. The custom SPEEDO program addresses these specific problem areas and

resolves them once and for all.

The general, tried and proven SPEEDO program is still offered, of course, for handling practice-wide issues.

4. I've already done a SPEEDO program. Do I need the new custom SPEEDO program?

Definitely! Internal and external factors change constantly, and often dramatically. Sterling's most successful clients



Tom Hebert, DDS and Sean Tarppenning, DDS and their team

From Tom Hebert, DDS

We've had two SPEEDOs before, but we hadn't had one in several years. All forces pointed to the fact it was time to get another. Our stats had gone up after our last two SPEEDOs and our current stats were flat.

This SPEEDO helped bring us back together as a team. I have a tough group

of staff members; they are independent thinkers. If they're dissatisfied with the way things are going, they're going to stand up and be heard. Our SPEEDO consultant was able to speak to them in a language they could understand. He fired them up, pulled us all together and started leading us down a road to improve our practice and our lives. The SPEEDO helped us reformulate our definition of

what we all mean to each other and to push us to higher levels of being a team member.

I've been with Sterling for 15 years and there have been times when I really needed a lot of coaching—it ebbs and flows. We're at a point where we're really using Sterling a lot and it's so gratifying to know there is a source like Sterling; they'll listen and interpret the situation and give us wonderful coaching on how to resolve it.

do multiple SPEEDOs sometimes as frequently as one per year. Sterling recommends clients do custom SPEEDO programs on a regular basis to keep the practice running smoothly and everyone on the same page to meet *your* goals.

5. I have already done a SPEEDO program. Are there pricing incentives for past SPEEDO clients?

Yes. Any Sterling client who has already done a SPEEDO program will receive special

pricing on a new custom SPEEDO program.

6. How long does the new custom SPEEDO program take?

Once your SPEEDO consultant arrives, the program takes anywhere from 3 - 5 days, depending on what's needed.

7. Will I do the staff training too?

Each practice's SPEEDO program is as unique as each practice. Tailor-made to your own objectives and the specific issues blocking

your success, your custom SPEEDO program will consist of the exact training and management steps needed to get your practice humming and your staff on the same page.

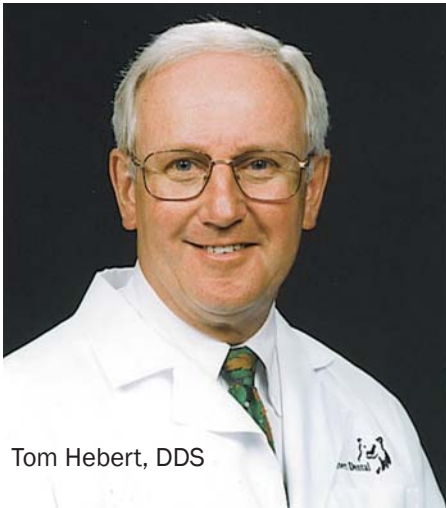
8. What happens after my custom SPEEDO consultant leaves?

Your custom SPEEDO program includes simple program steps to be done after your consultant leaves. These steps guide you and your practice into the future. Ongoing consulting is highly

recommended to ensure implementation to achieve all of your goals.

9. How easy is it to do a custom SPEEDO program?

A custom SPEEDO program is relatively easy to do. Delivering the custom SPEEDO at your site means no travel for you or your staff. The program will take anywhere from 3 - 5 days at your facilities. What is required is advance scheduling for that period. Contact our Service Consultant to sign up now.



Tom Hebert, DDS

We received our SPEEDO six months ago and have been in Affluence ever since. As my wife says, this SPEEDO was a “slam dunk!”

From Sean Tarpensing, DDS

We wanted a SPEEDO because we were pretty flat statistically, including revenues. We were struggling to find where our problem areas were, the things that were holding us back in terms of finance and production.

We also had personnel issues. There was uncertainty in the office as to what the staff should be doing and what they should be producing. There was dissent and the staff were going in different directions. We knew we needed to have the whole staff on board to implement the management principles we had learned.

What I appreciated most about the SPEEDO was it was a customized delivery and handling of our staff by the consultants. They really handled our specific issues instead of just going in and giving a basic, standardized delivery of information. They found the areas and the people which were holding us back, and also the areas we should reinforce.

Our staff developed a personal relationship with our SPEEDO consultant. He gained their trust and support; they have a ton of respect for him. They believed what he told them and when the results came back after the first month, obviously they were thrilled.

So far, we're up more than 35% over the same time last year, and this is above what we were targeting. I don't mean to brag but we had a strong practice before. Now we are in a new stellar range.

Personally, I feel like I have total control over the office even in times of recession. If anybody is considering a SPEEDO, they just need to do it.

From Stephanie Pecka, Office Manager

I've been the Office Manager at Hebert Dental for the past two years. Prior to our SPEEDO, we weren't using management by stats or graphs as we should have been. We couldn't foresee the things that were coming and so went into Danger. Since our SPEEDO, we've had amazing results.

As part of the SPEEDO, we addressed ongoing personnel issues. For example, we had a staff member who was covertly hostile toward us. She would get upset and spread her upsets to the other staff—she liked to stir the pot. She had an issue with honesty as well. We just kept thinking, “gosh, she's a nice girl” but we didn't see the underlying stuff, what she was actually doing. Sterling helped us to see that.

Other personnel issues were discussed and agreements were made to resolve them. For instance, we devised a “cha-ching” jar. Whenever a staff member overhears another staff member making inappropriate comments, the staff member says “cha-ching!” to the guilty party. The offending staff member then has to put a quarter in the “cha-ching” jar. This makes all of the staff responsible for ensuring others don't stir the pot.

The SPEEDO also helped the staff understand how important graphs are and the meaning behind them. It helped them see what their stats were, why they had stats and how their roles affect us as a whole. They also learned about the tone scale, where they sit on the tone scale, and how to spot patients' tones and handle them accordingly. They were very excited about what they had learned and using it in their personal and professional lives.

The staff are now more motivated. They see how we keep doing better

every month and they're excited about that, they're proud to be part of this team. Having our SPEEDO consultant here doing one-on-one handlings really brought them on board. I don't think they really believed in or understood what we were doing until that happened.

As I mentioned, the overall results of our SPEEDO have been amazing and put our stats into Affluence.

From Rob Focannon, CPA

I just completed my SPEEDO program 3 weeks ago and can see results already. I did the SPEEDO to get everyone in my practice on the same page. I previously completed the Executive Basics Course and was trying to implement everything myself. I knew the terms and I knew how to do some things myself, but it's difficult when you're trying to explain everything to the staff. I needed a trained consultant to come to my practice and reinforce everything; someone who could relay the information firsthand rather than secondhand.

I valued putting the plan together with our consultant and then seeing it all come together. In fact, my favorite part of the SPEEDO was finally getting to put something in place and getting to see the results. I knew it needed to be done and now I was getting it done. I previously learned a lot about the theory, now we were putting it all into practice.

The staff now has awareness of what I'm trying to get done in the practice as a whole and how their area impacts the firm. We've got a system in place for tracking production and a bonus system for the staff. We walked them through how their production can affect their livelihood.

The SPEEDO enabled me to focus more on what I wanted to achieve. I was able to ensure I was doing the most high-end, beneficial work for the firm and pushing everything else down. We did the same for my Office Manager—both of us pushed our work down so we could have highest, best use of our skills.

All in all, the SPEEDO resulted in me and my staff finally getting on the same page. ■