



# STERLING™ WORKSHOP GUIDE 2012



# Introduction

The *Sterling Workshop Guide* provides detailed information on all of our 2012 weekend workshops. Organized in date order, you will rapidly find workshop dates, locations, agendas and local attractions for each venue.

To date, Sterling has delivered seminars based on the Hubbard® Management System to over 175,000 professionals throughout the U.S. Rave success stories from practice owners confirm these workshops sharpen executive skills and provide fresh new ideas for improving the practice. Staff increase their understanding and acceptance of the management principles which comprise the Sterling program.

Each workshop includes a series of seminars for staff and advanced seminars for practice owners. These seminars, delivered by professional speakers, are carefully designed to focus on the key points of each topic and include practical exercises for on-the-spot application.

With topics that cover how to procure new customers to becoming a better executive to boosting production and efficiency, the Sterling Workshops are a key component to the success of the Sterling program. We strongly recommend you and your staff attend at least two workshops each year to gain the full benefits for your practice.

As always, Sterling's workshops are complimentary for all clients who are on or have completed Sterling's major programs. To register or for more information, call the Sterling Workshops Coordinator at 800-325-6364 or send an email to [workshops@sterling.us](mailto:workshops@sterling.us).

Workshops are based in part on the works of L. Ron Hubbard

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# Table of Contents

<b>Workshops and the New Economy</b>	<b>4</b>
<b>Million-Dollar Roundtable &amp; Case Studies</b>	<b>5</b>
<b>Why Attend the Sterling Workshops</b>	<b>6</b>
<b>Glendale, CA ~ January 7-8, 2012</b>	<b>8</b>
<b>Orlando, FL ~ February 25-26, 2012</b>	<b>10</b>
<b>New Orleans, LA ~ March 17-18, 2012</b>	<b>12</b>
<b>New York, NY ~ May 19-20, 2012</b>	<b>14</b>
<b>Chicago, IL ~ June 23-24, 2012</b>	<b>16</b>
<b>Huntington Beach, CA ~ July 21-22, 2012</b>	<b>18</b>
<b>Seattle, WA ~ August 25-26, 2012</b>	<b>20</b>
<b>Austin, TX ~ September 22-23, 2012</b>	<b>22</b>
<b>Philadelphia, PA ~ October 20-21, 2012</b>	<b>24</b>
<b>Chicago, IL ~ December 1-2, 2012</b>	<b>26</b>
<b>Owner Successes</b>	<b>28</b>
<b>Staff Successes</b>	<b>30</b>



# Workshops and the New Economy

We are in different times.

We are in the “new economy.”

What to do?

Especially in these times, one needs to deliver better service than has ever been delivered.

Why? Because this economy demands it. Your service lines become fragile when there are errors, and enough errors cause them to break down. These breakdowns lead to stress, overwork and lost business.

How? To withstand the pressures of your customers’ needs and wants, your service must be as flawless as possible. The service you deliver and bill for is not the only concern here, though it should be as flawless as possible, delivered on time with minimal or no waiting and with a smile.

Service includes servicing the needs and wants of your potential customers with proper marketing. Does your advertising or fliers or brochures and mailings elicit proper response? For that matter do you have a marketing plan for new business?

What happens when a person calls in? Does the person answering the phone know how to service their request so you gain a new customer or a repeat customer? How many are missed?

And the people who do come to your office, what is their experience?

Any waiting or slows on delivering the service? Are your technical people as efficient as they should be? Does their work have to be redone or finished by you?

Are you selling or closing the customer for all the services they need and you can deliver?

Are you reactivating inactive customers and fulfilling their needs?

As you can see the definition of service spreads across your practice and even goes outside your practice.

Now if we add personnel to the mix, that they need to be productive team members, we are getting a more complete picture of what it takes to prosper in this new economy.

Every subject listed above is covered in our new workshops for 2012. We’ve even added a third speaker, Mr. Chase Wilson, to deliver a specialty workshop for front desk, appointment setting and sales and marketing specifically for staff at the Glendale, Orlando and New Orleans workshops. He relates to staff on these subjects better than anyone I know. All staff love to hear him speak from all reports received. He’s even being requested to make special office visits for this purpose.

See you at the workshops!

Kevin Wilson  
Chairman and CEO

*“Money cannot flow back to you on disorderly lines.”*

—L. Ron Hubbard

*From an article of 6 January 1959*

# Million-Dollar Roundtable

A highlight of each workshop is the Million-Dollar Roundtable where Sterling CEO, Kevin Wilson, hosts a panel of veteran clients who have been there, done that and have million-dollar practices or greater. At the roundtable, practice owners discuss the issues they've faced in growing their practices and share their highly successful actions in overcoming them.



Not limited to one profession, the roundtable consists of health-care and accounting professionals and is open to all those who have million-dollar practices or would like to.

The Million-Dollar Roundtable is the place to discover first-hand how our top clients made it to the top.

# Successful Practice Case Studies

A new addition to each Sterling Workshop is an in-depth case study of a highly successful practice. Each Sterling Workshop features two client case studies, one for health-care professionals and another for accounting professionals.

The client case studies highlight how each practice employed the Sterling system to achieve its success. The case studies detail the challenges faced by each and exactly how they met those challenges and the results. You follow in the footsteps of those who have encountered and removed the roadblocks to their success.

Whether you are a doctor or an accountant, there will be a case study at each Sterling Workshop to help you grow your practice.

## CEO quote from a recent Sterling workshop:

*“So we have a window of time, we have an opening . . .*

*“Will you take advantage of this opportunity? It’s not like we have an infinite amount of time. Not in this economy, not in this environment and not at this point in what will be written in future history books.”—Kevin Wilson*

## Client Success:

*“One of the really cool things was being in a roomful of small business owners, without any staff, and just hearing all their problems and solutions. Small business owners can feel isolated and this really gives you the feeling there are other people out there with the same issues, and more importantly, that they can be easily resolved.”—A.K., DDS*

# Why Attend the Sterling Workshops



## Improve Your Practice

The purpose of the Sterling Workshops is to deliver the management essentials you and your staff need to continue bettering your practice. Delivered with clarity and audience interaction by professional speakers who are also management experts, these seminars provide new insights into effective practice management.

## Become a Better, Happier CEO

The Sterling Workshops feature advanced seminars for practice owners. Each advanced seminar focuses on a specific aspect of management from the CEO hat, such as finance and profitability, marketing to generate more business, increasing production and staff performance, improving customer service and much more.

## Find Out How Others Did It

Every Sterling Workshop includes case studies of Sterling clients who have gone from a low range of production and income to a very high range of production and income. Attendees will be told first-hand the successful actions of these owners, the issues they encountered and how they resolved them.

## Get Staff on Board

When you bring your staff to the Sterling Workshops, they learn the basic principles of the Sterling program in a friendly, relaxed atmosphere with co-workers and staff from other practices. Delivered by professional speakers, the seminars are clearly laid out with real-life examples and practical exercises. Staff understanding increases along with a recognition of the workability of these management principles. We strongly recommend you always bring your staff to the Sterling Workshops.



## Boost Productivity and Efficiency

Practice owners and staff alike enjoy increased levels of productivity and efficiency from the training provided by the Sterling Workshops.

## Build a Team

Team-building seminars are a staple in our workshop agenda for both the owner and the staff. Practice owners learn how to build a team and staff learn how to operate as part of a team. Attending the Sterling Workshops with staff improves the camaraderie among the entire team.

## Receive a No-Charge Consultation

All practice owners receive a complimentary consultation from their Sterling consultant during the workshop. This gives you one-on-one face time with your Sterling consultant to address and resolve any current issues in your practice.

## Enjoy a Weekend Getaway

Whether you yearn to see the lights of Manhattan or the sandy beaches of the Pacific Coast, Sterling Workshops are delivered in major metropolitan areas and resort cities around the U.S. Plan a weekend getaway for you, your family and your staff.

## Client Success:

*“I have found the weekend workshops to be fantastic team-building experiences for my practices. As great as the info presented was, and it was great, my staff’s experience of getting away for the weekend together as a social event they had earned was priceless and positive! A very successful practice for my practices.”—M.S., DVM*

## Agenda:

### Saturday:

- Increasing Productivity and Efficiency
- Improving Communication in the Workplace
- ❖ Your Role in Sales (by Chase Wilson)

### Advanced:

- Boosting Production and Staff Performance
- Marketing in the New Economy
- The Million-Dollar Roundtable
- Case Study: Accounting Practice
- Case Study: Health-Care Practice

### Sunday:

- How to Use the Conditions Formulas
- How to Operate as a Team and Increase Motivation

### Advanced:

- Sales Made Simple
- Finances and Profitability

# Glendale, CA

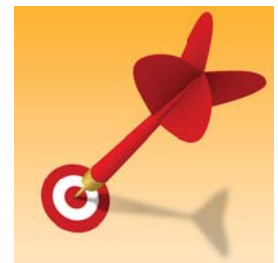
January 7-8, 2012



## Featured Advanced Seminar

# Marketing in the New Economy

by Kevin Wilson, Sterling CEO



“Marketing in the New Economy” examines the laws of marketing and how to effectively use them in today’s economic climate.

This seminar addresses proven methods of attracting new customers and selling more services to existing ones, including upselling and reactivation of inactive customers.

Since the customer experience plays a decisive role in your prospect’s decision to purchase, this seminar also addresses the appropriate handling of people inquiring about your services.

To make it in today’s economy, knowing how to market in today’s economy is crucial. Be sure to attend “Marketing in the New Economy.”



## Special Seminar for Medical Office Staff

# Your Role in Sales

by Chase Wilson, Consultant



**E**very staff member in a practice directly contributes to the sales of that practice. Whether it's effective handling of new patient inquiries, preventing cancellations and no-shows or providing friendly, superior service, each staff member has the potential to boost or depress the income of their practice.

"Your Role in Sales" was designed especially for medical offices to train each staff member in their specific role in the sales and treatment acceptance of that practice. The seminar covers sales basics, how to prevent cancellations and no-shows, the elements of a sale, how to handle objections, how to ask the right questions, and much more. Staff perform practical exercises to bring about confidence and certainty in applying the materials.

This seminar is delivered by Chase Wilson, Sterling consultant and staff training specialist. Send your staff to the "Your Role in Sales" seminar to get them functioning as a crack team to boom the practice.

## Local attractions:



### Americana at Brand

A beautiful complex of stylish retail stores, dining and entertainment in a park-like setting, the Americana at Brand is located at Brand Boulevard and Americana Way in downtown Glendale.



### Universal Studios

The entertainment capital of L.A., Universal Studios includes a theme park and studio tour, City Walk entertainment, shopping and dining complex, movie theaters and the Gibson Amphitheater. Located at 100 Universal City Plaza in L.A.

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### Advanced:

- Sales Made Simple
- Finances and Profitability

# Orlando, FL

February 25-26, 2012



## Featured Staff Seminar

# Increasing Productivity and Efficiency

by Lance Miller, Seminar Speaker



Is your staff busily working away yet little seems to be getting accomplished? Is the work in your practice piling up faster than it's getting done? As the top executive, you may become frustrated and feel your staff are letting you down. The fact is, most staff are very willing but simply don't know how to increase their own job performance.

"Increasing Productivity and Efficiency" trains your staff how to achieve a much greater volume of production. Your staff discover the primary barrier to production and how to overcome it. They also learn how to handle work, how to streamline communications in the office, how to bring order to their jobs, how to organize for production and much more.

Help your staff achieve their maximum performance. Have them attend the "Increasing Productivity and Efficiency" seminar.

**Featured Advanced Seminar**

# Finances and Profitability

**by Kevin Wilson, Sterling CEO**



**P**robably no subject is strewn with as much false data and misinformation as the subject of finance. The fact is, there are specific laws which regulate the finances and profitability of any enterprise. An executive who does not know and follow these laws is building his practice, and his life, on a shaky foundation.

“Finances and Profitability” reveals and examines the laws of finance as they apply to you as an executive and your practice. Knowing and understanding these laws and the theory behind them puts you in control of your expenses, income and profitability.

Learn the secrets of prosperity at the “Finances and Profitability” seminar.

## Local attractions:



### Disney World Resort

Larger than the island of Manhattan, the Disney World Resort includes four theme parks, two water parks, and 20 Disney resort hotels and a multitude of things to do.



### Sea World

The world’s premier marine adventure park with 200 acres of shows, rides and unforgettable animal encounters with killer whales, dolphins, stingrays, sea lions and more.

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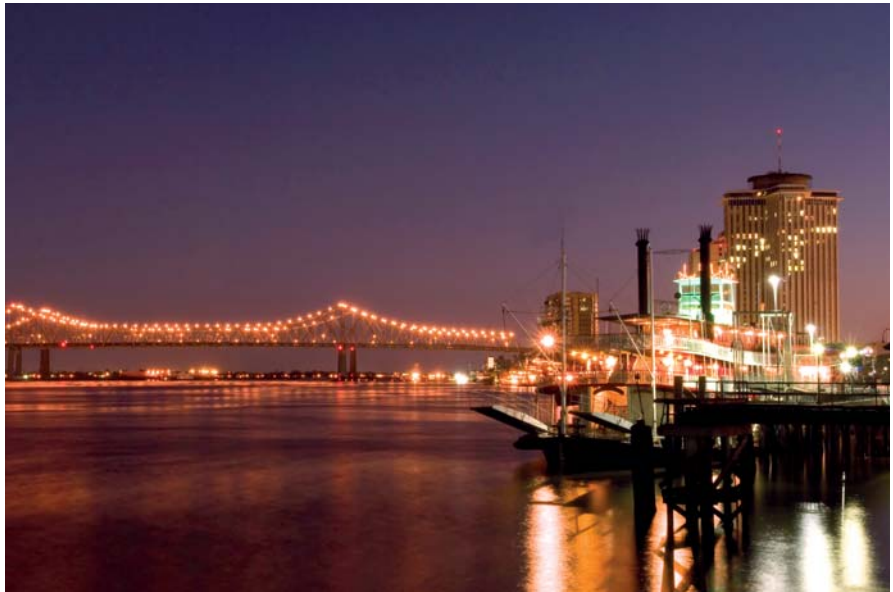
- How to Use the Conditions Formulas
- How to Operate as a Team and Increase Motivation

### Advanced:

- Sales Made Simple
- Finances and Profitability

# New Orleans, LA

March 17-18, 2012



## Featured Staff Seminar

# How to Operate as a Team and Increase Motivation

by Lance Miller, Seminar Speaker

Do your staff bicker and disagree with you and each other? Do they lack motivation? Does each have their own idea of what the practice is trying to accomplish and their role in accomplishing it?



When you have a group of people who operate as individuals only, and not as a team, you have a staff which will perform tasks randomly and according to their own agenda.

This seminar will increase your staff's drive and motivation to operate as a team for the good of the practice. When you bring all your staff to this seminar, they begin to meld as a team and align with each other.

Show your staff how to become a motivated, united team. They will be so happy you did and you will be, too.

## Featured Advanced Seminar

# Boosting Production and Staff Performance

by Kevin Wilson, Sterling CEO



**H**ow do you, as the CEO or executive in your practice, motivate the staff and keep them motivated? How do you get them to operate at full capacity?

“Boosting Production and Staff Performance” reveals sure-fire ways to galvanize the staff into higher levels of performance. The seminar includes how to analyze the overall production needed in your practice followed by a breakdown of what is needed by each individual staff member. With that information to hand, the seminar shows you how to tell each staff member what is expected of them and then, how to get them to produce it.

Want to lighten your workload? Be sure to attend the “Boosting Production and Staff Performance” seminar.

## Local attractions:



### French Quarter

From the beautiful architecture to art galleries, museums, restaurants, and bars, the French Quarter has something for everyone—no matter what your interests, budget, or age may be.



### Dixieland Jazz

New Orleans is the birthplace of jazz. Every night of the week, the streets and clubs of the Big Easy are still alive with vibrant music. From traditional jazz to acid jazz, there’s something for every taste, every day of the week.

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# New York City

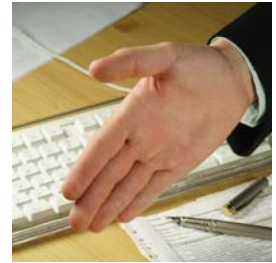
May 19-20, 2012



## Featured Staff Seminar

# Improving Communication in the Workplace

by Lance Miller, Seminar Speaker



Good communication is imperative in any successful practice. Without it, tasks are incorrectly done, activities are uncoordinated and relationships are strained. The end result is confusion, a low volume of production and lost customers.

“Improving Communication in the Workplace” breaks down communication into its simple but essential elements. The seminar illustrates how poor communication or miscommunication can cause upsets among staff and customers and drown a practice in needless double work. Staff learn the formula for good communication and take part in practical exercises with each other to improve their communication skills on the spot.

All staff need to attend this workshop for a saner, more productive and smoother-running practice.

## Featured Advanced Seminar

# Sales Made Simple

by Kevin Wilson, Sterling CEO



**C**an sales really be made simple? Definitely, provided you know the hard and fast rules of selling.

“Sales Made Simple” covers the essential principles of sales. The seminar reveals what “sales resistance” actually is and how to conquer it while instilling interest in your prospects.

Did you know there are seven precise steps to closing a sale? “Sales Made Simple” trains you in those exact steps. Practical exercises are done as part of the seminar to help build certainty in application of the materials.

Whether you are selling to new customers or your existing customer base, you will feel surprisingly more confident and comfortable selling after attending the “Sales Made Simple” seminar.

## Local attractions:



### Statue of Liberty

The Statue of Liberty has represented freedom from tyranny for many people since the late 1800s. It is one of the most famous symbols of freedom in the world.



### Times Square

View the massive billboards amid neon lights, towering hotels and souvenir shops that are the hallmark of Times Square, one of the leading attractions in midtown Manhattan.

## Agenda:

### Saturday:

- Using the Tone Scale to Improve Communication
- How to Deliver Excellent Customer Service

### Advanced:

- Hiring and Training Personnel
- Being the CEO of Your Practice
- The Million-Dollar Roundtable
- Case Study: Accounting Practice
- Case Study: Health-Care Practice

### Sunday:

- Management by Statistics
- Your Role as a Team Member

### Advanced:

- Marketing to Get More Customers
- Improving Customer Service

# Chicago, IL

June 23-24, 2012



## Featured Staff Seminar

# Your Role as a Team Member

by Lance Miller, Seminar Speaker



A well-organized team headed toward a common goal can accomplish almost anything. The reverse is also true; staff headed in different directions will not only fail to accomplish the goals of the practice but will also prevent others from doing so. The result is lowered productivity and discord among the staff.

“Your Role as a Team Member” teaches staff the principles and methods of operation which underlie any successful group. This seminar examines the subject of goals and purposes and their impact on staff motivation and camaraderie within the group.

Since any organization depends utterly upon its staff for its success and longevity, there could be no more vital issue than having staff understand their role as a team member. Be sure to have all of your staff attend the “Your Role as a Team Member” seminar.



## Featured Advanced Seminar

# Being the CEO of Your Practice

by Kevin Wilson, Sterling CEO



**H**ow does being the CEO of your practice differ from being its owner or primary practitioner?

The fact is, the CEO hat has exact duties and responsibilities which, if not carried out, will hinder the growth and well-being of the practice.

This seminar highlights the management principles essential to being a successful CEO, including the purpose and valuable final product of a CEO, how to get staff to carry out your requests, how to build a unified team and more.

Delivered by our own CEO to you, “Being the CEO of Your Practice” promises to be an eye-opening experience.

## Local attractions:



### Magnificent Mile Shops

North Michigan Avenue, the Magnificent Mile, is one of the world's best shopping locations rivaling New York City's 5th Avenue and Rodeo Drive in Beverly Hills.



### Navy Pier

Navy Pier is the place where tourists from around the world come together to enjoy the beauty and fun of a day on Lake Michigan. From rides to restaurants, exhibitions to entertainment, shopping to dining cruises and tour boats, Navy Pier has it all.

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- Case Study: Accounting Practice
- Case Study: Health-Care Practice

### Sunday:

- Management by Statistics
- Your Role as a Team Member

### Advanced:

- Marketing to Get More Customers
- Improving Customer Service

# Huntington Beach, CA

July 21-22, 2012



## Featured Staff Seminar

# How to Deliver Excellent Customer Service

by Lance Miller, Seminar Speaker



Unhappy customers don't keep their dissatisfaction to themselves. They spread the word, telling family, friends or associates their complaints about your practice. Losing one customer due to shoddy service actually represents the loss of other potential customers as well.

Customer service is so crucial to procuring and retaining customers, every staff member should be specially trained in customer service skills. Every point of contact to customers or potential customers, whether it's via the phone, letters, emails or billings, should know the ins and outs of customer service.

"How to Deliver Excellent Customer Service" examines what constitutes excellent service in a practice and more importantly, how to achieve it across the boards. Get your staff trained in the basic principles of delivering excellent customer service at this seminar.

**Featured Advanced Seminar**

# Marketing to Get More Customers

by **Kevin Wilson, Sterling CEO**



**N**ew customers are the lifeblood of any business. Practices which do not enjoy a steady stream of new customers will shrink and eventually fail. “Marketing to Get More Customers” covers the marketing principles and techniques which must be understood and correctly used to ensure a continuous flow of new customers into a practice. When finance is tight for both the practice and the target market, effective use of one’s marketing dollars becomes more important than ever.

This seminar covers both internal and external marketing programs and is an absolute must for all executives and marketing staff.

## Local attractions:



### Disneyland

The world-famous Disneyland theme park is located in Anaheim, CA. The park has numerous attractions, rides and restaurants for all ages.



### Long Beach Aquarium of the Pacific

One of the largest aquariums in the U.S., the Long Beach Aquarium houses more than 500 species in 19 major habitats and 32 exhibits.

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- Case Study: Health-Care Practice

### Sunday:

- Management by Statistics
- Your Role as a Team Member

### Advanced:

- Marketing to Get More Customers
- Improving Customer Service

# Seattle, WA

August 25-26, 2012



## Featured Staff Seminar

# Management by Statistics

by Lance Miller, Seminar Speaker

What are statistics and why are they used in a practice? How are statistics used to measure the job performance of each staff member and assist in improving their performance?



The “Management by Statistics” seminar answers these questions and more in its review of the fundamentals of statistical management. The seminar includes how an individual staff member should use statistics, how to interpret statistical graphs and what exact steps to follow to reverse declining statistics or strengthen rising ones.

Get your staff on board with management by statistics, one of the most vital elements of the Sterling program. Bring them to the “Management by Statistics” seminar. The success of your practice depends upon it.

**Featured Advanced Seminar**

# Hiring and Training Personnel

**by Kevin Wilson, Sterling CEO**



**M**any practices hire staff based on the applicant's job interview. Unfortunately, job interviews provide scant information on the applicant's ability to produce and get along with others.

A practice that does not know how to find and hire quality personnel, and then properly train them, will be burdened with ongoing personnel problems and conflicts. "Hiring and Training Personnel" shows you exactly how to find and identify the personnel you want and then how to train them so they reach their potential.

Discover how to find and train the right staff for your practice. Attend this seminar.

## Local attractions:



### Space Needle

A major landmark of the Pacific Northwest and a symbol of Seattle, the Space Needle features an observation deck at 520 feet, a rotating restaurant and gift shop.



### Pike Place Market

Pike Place Market is internationally recognized as America's premier farmer's market and is home to farmers, artisans and businesses. The market attracts 10 million visitors each year.

## Agenda:

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- Hiring and Training Personnel
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- Case Study: Health-Care Practice

### Sunday:

- Management by Statistics
- Your Role as a Team Member

### Advanced:

- Marketing to Get More Customers
- Improving Customer Service

# Austin, Texas

September 22-23, 2012



## Featured Staff Seminar

# Using the Tone Scale to Improve Communication

by Lance Miller, Seminar Speaker

Why is it some individuals are easy to talk to and get along with while some are just the opposite? Why are some people hostile and argumentative while others are cheerful and supportive? The answer lies in a person's position on the Emotional Tone Scale.



A person's emotional tone level directly influences their ability to communicate and what they will communicate about. "Using the Tone Scale to Improve Communication" is a vital staff seminar which covers a simple explanation of the Emotional Tone Scale, how to detect an individual's chronic emotional tone and how to deal with that person accordingly.

Be sure to have your staff attend "Using the Tone Scale to Improve Communication" for a smoother, more productive work environment.

**Featured Advanced Seminar**

# Improving Customer Service

by **Kevin Wilson, Sterling CEO**



**T**op-notch customer service is key to building a thriving practice. Excellent customer service begins with the potential customer's initial contact with your practice. It then carries on through every step of the way to follow-up on the customer's satisfaction with the services received.

"Improving Customer Service" isolates every area in which your customer could have complaints, and what to do about them, proactively—before there is reason for complaint.

Find out how to be ahead of the game and exceed your customers' expectations at the "Improving Customer Service" seminar.

## Local attractions:



### **Austin Eats Food Tour**

Spearheaded by passionate locals, this tour showcases 7 to 8 restaurants in three-hour walking tours where visitors indulge in the tastiest local treats.



### **The Great Outdoors**

Austin has miles of hike and bike trails, more than 200 parks and 300 days of sunshine each year. The town was also named the No. 1 golf destination by CNN.com.

## Agenda:

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### Advanced:

- Hiring and Training Personnel
- Being the CEO of Your Practice
- The Million-Dollar Roundtable
- Case Study: Accounting Practice
- Case Study: Health-Care Practice

### Sunday:

- Management by Statistics
- Your Role as a Team Member

### Advanced:

- Marketing to Get More Customers
- Improving Customer Service

# Philadelphia, PA

October 20-21, 2012



## Featured Staff Seminar

# Your Role as a Team Member

by Lance Miller, Seminar Speaker



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“Your Role as a Team Member” teaches staff the principles and methods of operation which underlie any successful group. This seminar examines the subject of goals and purposes and their impact upon staff motivation and camaraderie within the group.

Since any organization depends utterly upon its staff for its success and longevity, there could be no more vital issue than having staff understand their role as a team member. Be sure to have all of your staff attend the “Your Role as a Team Member” seminar.



## Featured Advanced Seminar

# Million-Dollar Roundtable

by Kevin Wilson, Sterling CEO



**S**terling's famous Million-Dollar Roundtable consists of a panel of clients with practices in the one to five million dollar range, some of the most successful practice owners around.

The roundtable serves two purposes. First, it enables the owners of these larger practices to get together and compare notes on the issues they've faced and how they have addressed them. Second, it enables owners who want to further expand their practices to hear the successful actions of those who already have.

The roundtable is a lively, interactive get-together of clients from a variety of professions and backgrounds. Find out exactly what they're doing and why, and more importantly, their results. Be sure to attend the Million-Dollar Roundtable which is a part of every Sterling Workshop.

## Local attractions:



### Liberty Bell

The world-famous Liberty Bell is one of the city's most impressive attractions. Located just outside of Independence Hall, in a glass shed-like structure, the cracked masterpiece is mounted beautifully at the end of a corridor inside the building.



### Independence Hall

Almost 300 years old, historic Independence Hall is the birthplace of the Declaration of Independence and the U.S. Constitution. The hall is open 365 days a year.

## Agenda:

### Saturday:

- Increasing Productivity and Efficiency
- Improving Communication in the Workplace

### Advanced:

- Training Personnel
- Sales Made Simple
- The Million-Dollar Roundtable
- Case Study: Accounting Practice
- Case Study: Health-Care Practice

### Sunday:

- How to Use the Conditions Formulas
- Your Role as a Team Member

### Advanced:

- Finances and Profitability
- Marketing in the New Economy

# Chicago, IL

December 1-2, 2012



## Featured Staff Seminar

# How to Use Conditions Formulas

by Lance Miller, Seminar Speaker



Often referred to as the Formulas for Success, the “conditions formulas” are exactly that: step-by-step instructions on how to address a low production area or employee and different instructions for strengthening a high-performance activity or employee.

The “How to Use Conditions Formulas” seminar simply explains exactly what these formulas are, how to use them and when. The seminar includes an easy-to-grasp description of statistics and their use in determining which conditions formulas to use.

Conditions formulas are an integral part of the Sterling program. It’s absolutely vital that all staff know and apply the conditions formulas for a healthy, growing practice. For that reason, we strongly recommend all staff attend “How to Use Conditions Formulas” to increase their understanding of the Sterling program.

## Featured Advanced Seminar

# Case Studies

by Kevin Wilson, Sterling CEO



**E**ach Sterling Workshop features an in-depth case study of a successful health-care practice and a successful accounting practice. The purpose of the case studies is to examine how each practice used the Sterling program to achieve success in its industry.

Each case study focuses on the issues the practice encountered and addressed, including hiring and managing staff, marketing and sales, income and profitability, increasing productivity and efficiency and more.

This is your opportunity to gain a fresh perspective on your industry and practice, gather new ideas and get re-energized as a practice owner. Be sure to attend one of our case studies at every Sterling Workshop.

## Local attractions:



### Magnificent Mile Shops

North Michigan Avenue, the Magnificent Mile, is one of the world's best shopping locations rivaling New York City's 5th Avenue and Rodeo Drive in Beverly Hills.



### Navy Pier

The Navy Pier is the place where tourists from around the world come together to enjoy the beauty and fun of a day on Lake Michigan. From rides to restaurants, exhibitions to entertainment, shopping to dining cruises and tour boats, Navy Pier has something for everyone.

# Owner Successes

*“My brain changes to a whole different function at the workshops. I am not worried about the details of what has to get done when I go to work. Instead I am free to do a lot of brainstorming and plan for my long-term future. I always end up with five or six specific things—not fluffy stuff, but real recipes for success—to work on when I get home.”—J.L., CPA*

*“It is not enough to just take the Sterling courses and then go off into the world and try and make it on your own. That is why I continue to attend the Sterling workshops once or twice a year.”—T.M., OD*



*“The workshops are such a fun, encouraging event for all staff. We really look forward to it.”—A.H., DVM*

*“I love coming to Sterling workshops because of the energy. It’s so uplifting to be surrounded by other high-toned people. I always go back home feeling like a superhero.”—N.M.C., DDS*

*“I have been to two weekend workshops now, and I have come back from both inspired and motivated, and with a notebook full of ideas to implement in my practice.”—A.K., DDS*



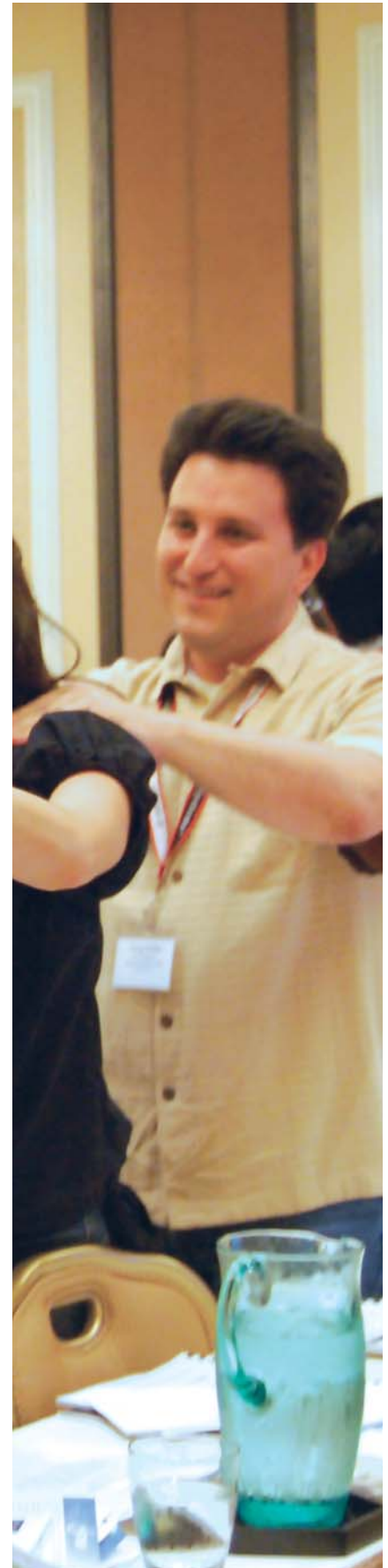


*“I have benefited in so many ways! Growing up in this society, even in a middle class or upper middle class family, I have been given false data which is even worse than no data. Setting up savings and reserve accounts by creating them as an essential expense that must be paid is so simple, yet not done proactively. This is an intentional move rather than the traditional approach to savings and reserves, which is, ‘when I have extra’ is a reactive approach. I will review my notes and the slides many times, and with my husband. Thank you!”—K.C., DDS*

*“Over the last few years, I have brought my staff to six or seven Sterling workshops. We usually attend two every year. . . . Dealing with the day-to-day problems of running a business, you can get in a rut, feel your energy dropping. Attending the workshops and getting a recharge of positive energy always helps.”—J.B., CPA*

*“A big part of the program has been bringing all twenty of my staff to the two Sterling workshops held in our area. They enjoy going to the workshops and they can learn a lot more than I can teach them in the office.”—M.L., DDS*

*“I recently attended a Sterling workshop in Hilton Head. It had been several months since I had completed my courses in Glendale. The workshop made me refocus and refresh on the course of action I should be implementing each day in my practice. It also brought some additional new insights into time management and working as a team. The bonus was the workshop was held at a beautiful location!”—S.S., EA*



# Staff Successes



*“I learned what some of the things my boss says actually mean! Learned that I have been ‘unwilling’ and that I didn’t understand what was expected or needed.”—J.M.*

*“I’ve learned about getting people to realize they are in charge of their outcome. When they feel in charge, they are happier.”—M.K.*

*“To build my competence, I need to observe, study and practice to make myself better at my job. I learned that each employee needs a ‘hat’ to be more productive and that a person feels more confident and productive when they have a specific hat.”—L.S.*

*“I realized some negative traits about myself and realized where my bosses are trying to ‘educate’ me. I feel like I am a ‘willing’ employee and see traits of ‘wholly shiftless’ that I am not liking. I have enjoyed this session a lot!”—K.M.*

*“It’s best to handle work now! It keeps you better organized.”—S.P.*

*“I learned that developed traffic is something that can really kill production. I learned ways to be aware of it and ways to resolve it.”—B.M.*



*“The idea of creating demand is profound. Our team must understand we need to have money to pay everyone.”—A.B.*

*“I learned the distinction between PR and Marketing and the importance of both. Great ideas on PR! Thanks!”—K.M.*

*“You must have an open line of communication in order for your office to work well, not only with your boss but your co-workers. One bad seed can spoil the apple and the growth of the tree.”—T.H.*

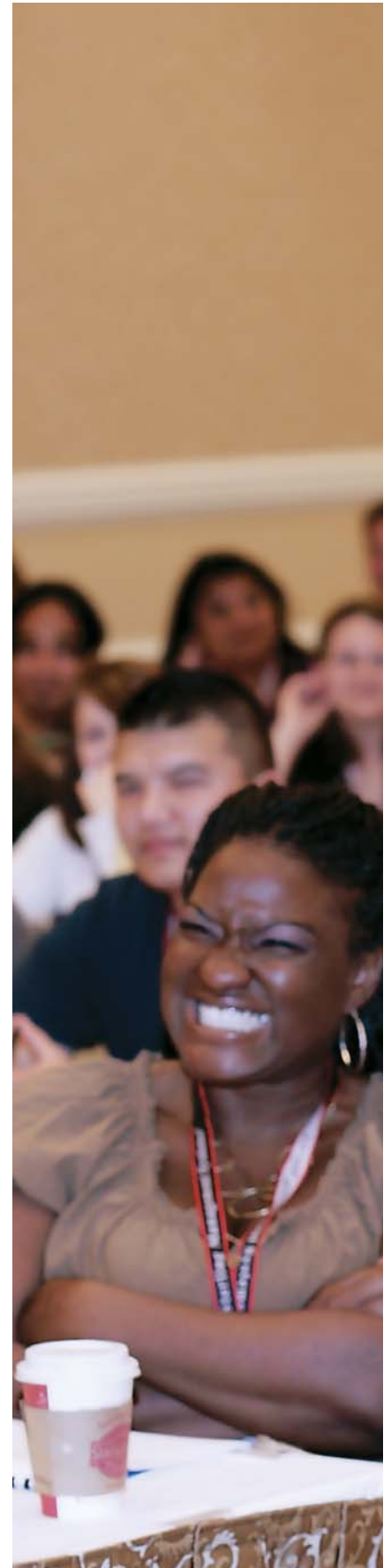
*“Produce more than you spend. If not, then make more income. The staff need to know the company budget and buy in!”—S.A.*

*“Great methods to solve developed traffic. Great ideas to reduce workload such as a fee schedule for clients not bringing work on time.”—K.M.*

*“I feel better prepared to identify developed traffic and delegate my extra work. I’m prepared to talk to staff about what I am expecting and will be looking for.”—J.H.*

*“This lecture has taught me I need to practice patience with people and learn to finish one thing every hour!”—T.H.*

*“I realized I need to take more responsibility through communication, two-way communication and ARC to help restore differences in reality in our office.”—K.M.*



# Discover Tools and Ideas for Improving Your Practice



## At the Sterling Workshops

Step out of the daily hustle and bustle of your practice and head for the next Sterling Workshop where you will discover real-world tools and fresh ideas to better your practice. The Sterling Workshops are made up of a series of seminars for owners and a different series for staff, delivered by management professionals in a relaxed environment. With topics ranging from marketing for the new economy to managing finances and profitability to boosting productivity, each seminar focuses on a key aspect of building a thriving practice. Every practice owner also receives a complimentary practice analysis from their Sterling consultant during the workshop.

Be sure to bring your staff with you to the Sterling Workshops so they, too, can come on board with the Sterling program and learn the tools they need to increase their production and operate as a team. We suggest doing what other clients do: play a production game in your practice where the reward for achieving a specific goal is a weekend away at a Sterling Workshop in a major metropolitan area or beach resort.

Sterling Workshops are delivered in major cities across the U.S. As always, the workshops are free for clients who are on or have completed Sterling's major programs.

**Call your Sterling Consultant or the Workshops Coordinator at  
800-325-6364 to register now!**