The Ultimate One-Day Team Training Seminar

VALUABLE INSIGHTS & PRACTICE BENEFITS

Do you know how clients determine your practice’s perception of value? You might think you are doing a great job in your practice, but what do clients think?

How are clients greeted when they first enter your reception area?

What happens in the exam room? More importantly, what can we do to improve that process?

Communication is the key to success! We’ll discuss the importance of verbal, nonverbal and written communication.

Price is only an issue in the absence of value! If clients are complaining about price, it most likely is not the price, but they fail to see the value of your services.

Have conflict with clients? Want to know how to resolve it or turn that upset client into a happy client? We can help!

You’ll receive some great information that will help you practice smarter, not harder.

You’ll Learn How To:

- Drastically improve customer service
- Increase client perception of value
- Increase loyalty and client bonding
- Understand client relationships
- Deal with internet pharmacies
- Effectively deal with client complaints
- Exceed your clients’ expectations
It’s What’s Up Front That Counts! is considered “basic training” for anyone working in a veterinary practice.

Who Should Attend:
To achieve maximum benefit, this seminar is intended for the entire health care team:
- Doctors
- Practice Managers
- Technicians
- Receptionists & Assistants

Attendees return from this seminar with a unified goal, and motivated to enhance your practice’s teamwork and productivity.

Daily Schedule
Seminars are held from 9AM to 4PM. Registration and continental breakfast begin at 8AM.

Featured Speaker
Mark Opperman has been actively involved in the field of veterinary practice management for over 35 years. During this time, he has consulted throughout North America and has lectured extensively within the United States, Canada, Europe and Asia. Mark founded the VHMA and served as its president for 12 years.

He is a recognized authority in his field and has served as hospital management editor for Veterinary Economics. Mark received a lifetime achievement award in 2000 from the VHMA and has been named “Speaker of the Year” by the North American Veterinary Conference. He is also the co-author of The Art of Veterinary Practice Management - 2nd Edition.

Continuing Education Credits
This course meets the requirements for 5.5 hours of continuing education credit for veterinarians, practice managers and veterinary technicians in jurisdictions which recognize AAVSB’s RACE approval.

NOTE: some boards have limitations on the number of hours accepted in certain categories (AAVSB RACE Provider No. 177).

What Attendees Are Saying
“...a major learning experience for our veterinarian, vet tech, manager and head receptionist. It touches on every aspect of veterinary hospital customer service and was engaging and eye-opening. You WILL improve your practice.”
— DALLAS, TX

“This seminar is especially useful for any client-facing staff. It offers great tips on how to interact with pet owners and keep them coming back. Previously, I did not realize how much room for improvement we had.”
— RALEIGH, NC

“All clinics can benefit from these seminars. Mr. Opperman covers topics across all positions and shows how we can improve customer service, in-house communication and even marketing and profitability.”
— BOSTON, MA

2019 SEMINAR LOCATIONS

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<tr>
<td>Dallas, TX</td>
<td>January 13</td>
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<td>Boston, MA</td>
<td>April 28</td>
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<td>Portland, OR</td>
<td>September 22</td>
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<td>Phoenix, AZ</td>
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<td>Charlotte, NC</td>
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<td>Shreveport, LA</td>
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<td>Tampa, FL</td>
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<td>Kansas City, MO</td>
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<td>San Diego, CA</td>
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<td>Sacramento, CA</td>
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<td>White Plains, NY</td>
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<td>Columbus, OH</td>
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<td>Nashville, TN</td>
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<td>St. Paul, MN</td>
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<td>San Antonio, TX</td>
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<td>Alexandria, VA</td>
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<td>Madison, WI</td>
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<td>Philadelphia, PA</td>
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<td>Chicago, IL</td>
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REGISTRATION INFORMATION
ONLY $225 PER PERSON
SPECIAL PROMOTION: 5TH PERSON IS FREE!

Registering in advance is recommended - spaces fill quickly! Fee includes all workbook materials, breakfast, seminar instruction and refreshments. Registration fee does not include lunch or parking expenses.

The event hotel location and information is available on our website and will be provided on your confirmation receipt. VMC, Inc. may have a special room rate with the hotel. Note: VMC cannot guarantee hotel room availability.

HOW TO REGISTER
ONLINE VMC-INC.com click on ‘seminars’
VIA PHONE (303) 674-8169 8 am - 5 pm (MST)
VIA FAX (303) 670-3899 8 am - 5 pm (MST)

Within 10 business days of registration, registrants will receive a confirmation receipt with specific details.

vmc-inc.com (303) 674-8169 @VMCINC @VMCIncorporated