



P R E S E N T S

THE \$1,000,000 STAFF

A staff-oriented seminar for the entire dental team — doctor included

OKLAHOMA CITY • OCTOBER 9 • 6 HOURS CE



SEMINAR SPEAKER - Dr Mark Troilo DDS

Dr. Mark graduated from Creighton Dental School in 1978, and has been in private practice ever since. Practicing solo for most of his career, he is currently practicing with his son, Nick. Having been in practice almost 50 years, he is enjoying it more than he ever has. Most of his career, he has been blessed to have employees that have been with him for a long time — most over 20 years and some of those over 30 years. He can't stress enough how valuable that is to a practice, for productivity and keeping stress to a bare minimum.

"Great seminar and very valuable content! Has something for all dental offices. Ideas that can be used as soon as you get back to the office. Interaction between the presenter and the audience is very valuable!"

Dr. Steve Dunning
Cruise

"This 'keep it simple' guy has a great seminar that's geared toward the staff to be 'worth' the salaries, incentives, and perks that today's staff expect."

The Profitable Dentist
Newsletter

"Our staff has twice attended KISCO Seminars. This was by far the best staff-oriented seminar we have attended. After each one, our staff was able to immediately implement several ideas from the presentations. Everything we implemented has generated increased production, more new patients, better recalls and a happier staff."

Dr. James Cunningham
Rapid City, SD

"It's good to listen to a speaker who is in practice, behind the scenes, and knows what the problems are and has realistic solutions that can work."

Beth Martin, DA
Iowa

Hilton Garden Inn • 801 S. Meridian Ave., Oklahoma City Airport • October 9
Meeting 9:00 – 4:30 • Registration 8:30 am

SEMINAR TOPICS

- How and why **Attitude** is the secret ingredient!
- Why **Internal Marketing** is still the **best** way to market your practice to generate new patients!
- How to make your practice more **Efficient**, despite what some leaders out there now are telling you!
- What your team needs to do to be the **Best** they can be, both personally and professionally!
- How we schedule patients and why it is **Different** from the way most docs do it!
- Why and what your team needs to develop an **Ownership Mentality**, instead of an employee's!
- **Increase patient referrals** and spend very little or no money doing it!
- Why working with people you **Care** about and how to achieve that, makes all the difference in the world when it comes to loving your work!

THE \$1,000,000 STAFF

Finally, there is a seminar presented by a dentist, working in the trenches, that deals directly with dental office personnel. Most dentists share the same philosophies about what qualities an ideal employee should have, but for one reason or another, have difficulties conveying them to each employee. It is not easy to keep all of your staff members informed of your expectations and business philosophies. Because most dentists are not prepared or organized to do this type of orientation on a regular basis, they simply assume their staff will pick it up within the office as time goes by. Let Dr. Mark Troilo conduct a staff meeting with your office and help your employees understand what it takes to become the **ideal dental auxilliary**. This motivating seminar is presented in a very entertaining and easy to comprehend manner, encouraging group participation. **It is intended for your entire dental staff - doctor included!**

"Fantastic lecture, glad to finally see it! Great ideas and looking forward to implementing many of the points. We actually have the 'Attitude' poem framed in our staff lounge."

Dr. Eric Ecker — St. Louis

"We have been to many seminars and never have I felt more comfortable. You made us feel welcome right away. It has been very easy to understand, and we will go back and put your ideas to use in our office."

Yvonne Tighe, DA — Las Vegas

"Loved the 'easy' presentation and the 'been there' or 'tried that' concept. Movie was delightful! In 12 years, the only seminar I did not get sleepy in!"

Janie Cornelius, receptionist — Houston

"Very informative; I can honestly say this is the first seminar I really enjoyed. The movie was great!"

Billy Joe Lopez, DA — Houston

"Wish the entire staff was here. A lot was said about each employee, including the dentist, that you present extremely well."

Jill Fournier, Hygienist — Houston



..... The Keep it Simple Company

REGISTRATION FORM

6 HOURS CE

☐ Oklahoma City (October 9)

☐ Cruise* (Feb. 25 – March 1, 2027)

Name of Dental Office _____ Phone _____

Address _____ City _____ State _____ Zip _____

Email _____

Name of Attendees (print or type)

1. _____	2. _____	3. _____
4. _____	5. _____	6. _____
7. _____	8. _____	9. _____

First attendee (or Dr.) — \$345

Second Dr. — \$195

Team Members — \$65

* Registration for cruise lecture is through Kisco. To register for cruise itself, see enclosed flyer.

☐ My check is enclosed for \$ _____ payable to KISCO

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☐ MasterCard

☐ Visa

Card # _____ Expires _____

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