

As a business management consultant to dental practices I am constantly looking for resources that will assist my clients in achieving their goals. I know that I cannot provide all the information and guidance that my doctors may need to solve their problems, improve their practices and make them more successful with their patients. That is why I enjoy networking with professionals who share the same philosophy, professionalism and ethics.

Phil's knowledge of dental patients and his "down home" style of working with people has certainly been a positive influence for my clients. His knowledge of patient *wants* and *needs*, and his ability to educate patients at their current *readiness* level is remarkable. His approach is one that patterned by Dr Paul Homoly, a nationally known speaker who has been educating dentists and their teams for many years in the art of patient motivation. Now Phil is able to bring the same information into the dental office, coaching the dental teams to fit their personality and style. His perspective as a wet-fingered dentist adds to the credibility of his material, making it realistic and easily understood by all team members. Working with Phil is fun, easy, and most of all, incredibly productive.

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Phil Potter has been instrumental in implementing the concepts of case acceptance for complex care. He easily glides between facilitator, coach and cheerleader. With Phil's guidance and refinement, the stress of case presentation has been reduced and the acceptance level has increased. Production has gone up over 20%.

Having been in dentistry for over 25 years this has had the most significant impact to my practice. This is a must if you want to take your practice to the next level.

*- Gary M. Krupa DDS*