

“The Team Training Institute is my secret weapon. Had I not found them, I would have gone under!”

Dr. Lisa Mullis Williams, owner of Creekside Dental in Greenville, SC, was thrilled to buy her own practice after working as a dentist for 14 years. But she didn't foresee all the pitfalls.

There were unexpected holes in her schedule. Her overhead surged unexpectedly because the prior doctor's wife did work that wasn't on the payroll. There was the added stress of staff and patients depending on her. Not to mention staffing headaches and horrible profits.

“You're buying an entity with its own personality,” said Dr. Williams. “When a new doctor comes in and wants to change that, it's like throwing a wrench into the cogs. Things happened that didn't even cross my mind. You name it, and I have probably been through it.”

The business side of the practice was taking a toll, as she struggled to balance being a mom with owning a practice. “I was working so hard, but I felt like a failure,” Dr. Williams said. “I felt like I was a steamboat captain who is manning the ship to make sure we're heading in the right direction, but without the right people in place, I'm also the one in the furnace room shoveling the hot coals. The amount of stress was unbelievable.”

After struggling for a year, a dental rep recommended she look into The Team Training Institute. Dr. Williams was hesitant, but she agreed anyway. “I bought in and have never regretted it. I only wish I would have signed up the minute I bought the practice,” she said. “It was a turning point for us. To have the business acumen available to us at a moment's notice ... they know how to answer all our questions and keep us informed.”

Today, revenue is way up. When she bought the practice, she was doing \$55,000 a month. Now she is over \$100,000 per month and profits are nearly doubled.

“Patients are getting the world-class care I'd envisioned. My confidence level and our ability to get the practice where I want it to be are much better,” Dr. Williams said. “We make it fun. Staff and patients



alike say they love the energy level and positivity.”

Here are just 3 of the rapid gains she's made in just over one year:

1. **Hygiene increased 30% in 30 days.** “The very first training with our hygiene coach gave us the protocols and verbiage. Now, ‘Come visit us’ is replaced with language such as ‘We are your oral healthcare providers’ and ‘This is the standard of care in dentistry,” said Dr. Williams. “Our hygiene numbers went up 30% after the first visit. I'm talking thousands and thousands of dollars of increased

production merely by changing our verbiage. We are providing more excellent care [that] pays for the TTI fee alone and that's without the benefit of diagnosing the extra decay. The training was so informative and that was just the first month.”

2. **Leveraged numbers guidance “worth its weight in gold.”** Dr. Williams credits the accountability she receives from her TTI coach for the impressive progress she's made. “We look at numbers every single month,” she said. “Coach Sherri shows me where we need to bring our numbers up to reach our goals. I would never sit down and look at those numbers without TTI. That guidance is worth its weight in gold because you can only improve on the things you are measuring.” Dr. Williams predicts her practice will continue its growth and soon double in value.
3. **Added \$40,000 a month with a new front-desk person.** Her business coach in the Blue Diamonds program told her to replace the front desk person. “I was stubborn and wouldn't listen at first,” Dr. Williams said. “I'm a big softie and I didn't want to let her go. But it was a HUGE issue. Before, there were always holes in the schedule. Now I have an extremely aggressive front desk scheduler named Alicia. She's the best thing that's happened to me. If that schedule isn't full, Alicia is going to make it full. She started on a Monday and three days later I had her on a plane to TTI training. Alicia's been killing it since then. We are already producing \$40,000 more per month.”

What's the bottom line? “The Team Training Institute is my secret weapon,” said Dr. Williams. “Had I not found them, I would have gone under. I probably would have sold out to one of those bigger places like Heartland and be working for ‘the man.’ The amazing resources from TTI helped us with our verbiage, our tribal language, and organization – things that we were 100% lacking. TTI helped me get new hygienists that are top-notch. It's a completely different experience. When I look at what we were producing before TTI and what we produce now, the difference is astronomical. TTI knows what they are talking about and helped me to succeed.”