

LIVE WEBINAR

HOW TO NEGOTIATE THE "PERCEIVED" NON- NEGOTIABLES IN 2024

JOIN US FOR A DEEP DIVE INTO THE BASICS OF NEGOTIATION WITH INDUSTRY EXPERT ERIC POOK, PRESIDENT OF CIRRUS CONSULTING GROUP, NORTH AMERICA'S PREEMINENT COMMERCIAL REAL ESTATE AND OFFICE LEASE NEGOTIATION FIRM FOR DENTISTS. LEARN FROM DECADES OF EXPERIENCE AND PROVEN NEGOTIATION STRATEGIES FOR DENTAL PRACTICES JUST LIKE YOURS, AND PREPARE FOR SUCCESS IN 2024.

PRESENTER

Eric Pook, President,
Cirrus Consulting Group

WEDNESDAY, JANUARY 17, 2024

9 PM EST | 6 PM PST



**1 CE
CREDIT
AVAILABLE**

Learning Objectives:

- The basics of negotiation
- Tips to negotiate the non-negotiable
- Taking control of 2024
- Optimize your main revenue stream and your 2nd biggest hit to overhead

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