

Sherrine Washington

SPEAKER | AWARD-WINNING MASTER SALES TRAINER | COACH

Magnetic. Results-Driven. Influential!

Sherrine's true passion is transforming untrained treatment coordinators into revenue-generating machines while building practice brands to achieve their next level of success.

To date, she has sold over \$35 million in dental treatment. Using her award-winning selling skills, Sherrine developed the proprietary R.E.A.L Talk Selling™ System to help dentists convert potential prospects into patients on the same day of the consultation—PAID IN FULL!

Sherrine is a Cognitive Behavioral Therapist turned award-winning Multi-Million Dollar Sales Coach & Trainer and Founder of Real Talk Sales Consulting LLC.

Book Sherrine:
980.939.5742
info@realtalkselling.com
www.realtalkselling.com



I'm on a mission to take the fear out of selling so dentists can have a profitable practice and change more lives one patient at a time.

- Sherrine



Signature Topics



Sherrine's stage presence is a mix of powerful, direct, and fun 'edutainment' that keeps her audiences highly engaged and wanting more!

The 'Ins & Outs' of Presenting Fees Without Flinching

In dentistry, average treatment presenters shoot from the hip and succumb to disruptive emotions often at the first hint of resistance. In this training, audiences will learn:

- #1 blind spot that is costing you hundreds or more yearly.
- #1 question to ask to get a commitment over the phone.
- How to build a patient care case and lead them to a 'YES!'

The R.E.A.L Art of Selling In Dentistry

Selling has gotten a bad rap in the dental field due to beliefs that selling is pushy and deceptive. The truth is, as a business owner, you and your team MUST embrace sales to truly serve your patients. In this one hour presentation, audiences will learn:

- Learn the R.E.A.L Talk S.A.L.E.S acronym to increase your case acceptance rate ASAP!
- Discover & correct the #1 blind spot outside the consultation room.
- Learn to implement a simple "all hands on deck" approach to growth.

Sales Strategies to Bounce Back Better Than Before! - The Real Talk™ Selling Masterclass

Thinking outside of the box to find creative ways to make treatment financially comfortable for your patients is critical in your growth strategy. Transform your practice into a sales organization with a proven, repeatable process designed to convert your prospects into patients at first substantial contact-OVER THE PHONE!

Audiences will learn:

- Master the art of conversations to uncover your patient's goals.
- Treatment coordinators-learn how to have a robust financial conversation -no sales gimmicks allowed!
- Learn practical solution-based selling skills
- Minimize cancellations & have a plan of attack to revive old leads.
- Practice handling the objections that make you cringe.

See more topics at www.realtalkselling.com

r.e.a.l talk

Some Previous Presentation Venues:

- Denobi Awards Nominee and Dental Rap Performer at the
- National Mobile Dentistry Conference.
- Lexir Lab-Case Acceptance Virtual Conference Speaker/Trainer
- Dentistry's Got Talent Speaker and Finalist
- Driven Dental Marketing—The Dental Festival
- Diversity Speaker—The Dental Festival
- Delivering WOW Summit-Case Acceptance Speaker 2022 & 2023
- Supercharge Your Dental Practice Speaker

Podcast Guest:

- Dental Intelligence
- Raving Patient Podcast with Dr. Len Tau
- Dentistry's Gone Wild
- Patient Boost Podcast
- Elyse Archer Instant Impact
- The Brutal Truth About Sales & Selling



I had the pleasure of working firsthand with Sherrine and let me tell you she closed the biggest case in Driven Dental Marketing's history! I highly recommend working with Sherrine!

Elijah Desmond, CEO
Author & Co-Founder of Driven Dental Marketing



Sherrine is a fireball! When I heard Sherrine speak on stage at Dentistry's Got Talent, I knew that I had to have her as my Verbiage and Case Acceptance Coach. If you need an expert to show your team how to close cases, hire Sherrine now! She is incredible!

- Dr. Anissa Holmes, DDS Founder Delivering WOW
Dental Education & Dental Industry
Key Opinion Leader

r.e.a.l talk
SALES CONSULTING