

BNI Aids Westchase Dentist to Effectively Market Practice

Westchase dentist Dr. Juliet Bulnes learns the value of referral-based marketing through BNI, and how to market professionally.

(Tampa, FL) – These days, dentists are not only successful based on their expertise of dentistry – they need to know how to operate a business. An article from Dental-Tribune.com states that dental schools turn students into exceptional clinicians, but few dentists have management skills to effectively and successfully run a dental practice. In this economy, dentists are struggling to increase production (1). Westchase dentist Juliet Bulnes is learning how to market her own practice in the New Economy through [referral-based marketing](#) group, [BNI](#).

When Bulnes purchased Westchase Esthetic Family Dentistry in 2006, she knew the importance of marketing, but did not know how to execute it effectively and professionally. Two years later, she joined BNI and quickly learned how to market herself to others without compromising professionalism, which can be an ongoing obstacle in her field.

BNI taught Bulnes how to build business relationships in a professional and structured way, by holding weekly meetings, programs and workshops. During these meetings, Bulnes would get to know people in different industries, share data about their businesses, and create relationships to get reciprocal referrals.

Other BNI events Bulnes found helpful include:

- **Target Market & Finding Your Starting Point Program**
Goal is to clearly identify your unique target market so that you can identify the best referral partners and networking organizations to reach your ideal client.
- **Room Full of Referrals**
Achieve immediate results while introducing yourself and managing conversations with different behavioral styles. Learn to create systems to get appointments and follow up for increased profitability.

“The most important aspect of BNI, for me, is meeting with the same group of people in each meeting. In this way, we have time to build productive relationships,” commented Dr. Bulnes. “With one person per profession in each chapter, I never think twice of whom to refer, and they won’t, either.”

Bulnes instructs professionals to heed the following advice while creating those relationships:

- Be patient with results, as they don't come instantly;
- Results directly depend on the effort you put into improving yourself and your business;
- Build relationships that are meaningful, and learn from them; and
- Seek a [referral-based marketing](#) group in which you trust and like your fellow members.

BNI's success is measured by performance and numbers. In the past year, BNI of West Central Florida helped members pass \$75 million in business to each other, which averages \$43,000 in incremental business for each member.

About Dr. Juliet Bulnes:

Dr. Juliet Bulnes is dedicated to providing high-quality, preventative, restorative and cosmetic dentistry to her patients. She earned her Bachelor of Arts at Washington University in St. Louis, and graduated from Southern Illinois University School of Dental Medicine. Dr. Bulnes also completed a General Practice Residency at the University of Florida. Professional affiliations include the ADA, FDA, Florida Academy of Cosmetic Dentistry, Hillsborough County Dental Association; she is also a member and former editor of WCDDA. She currently owns Westchase Esthetic Family Dentistry in Tampa, FL. Visit Dr. Juliet Bulnes and Westchase Esthetic Dentistry at <http://www.westchasedentists.com/>.

About BNI and Tom Fleming:

Tom Fleming is the Executive Director for [BNI](#) in West Central Florida and the Referral Institute. When Tom acquired the region, BNI WCF had one chapter comprised of 13 members. The region now has over 43 chapters with 1,800 members passing \$75 million in business to each other in the past year alone. Tom is sought out as a local, national and international speaker on the subjects of marketing businesses by referral and organizational development. He is also a contributing author in two best-selling books on referral-based marketing, and has been recorded on many educational CDs produced from his speaking engagements. Prior to beginning his career as an entrepreneur, Tom worked for various Fortune 500 firms, and earned an MBA from Babson College and a Bachelor's Degree in business from Boston University. Visit BNI West Central Florida at www.bniwcf.com.

(1) Levin, Dr. Roger P., Dental-Tribune.com, May 17, 2010. "Levin shares his views on challenges facing dentists". <http://www.dental-tribune.com/articles/content/id/1686/scope/specialities/region/usa>

###

Media Inquiries:

Karla Jo Helms

JoTo PR

888-202-4614 ext. 802

www.jotopr.com