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Наука
Втіле

STOP SELLING TRADITIONAL WAYS TO DENTISTS

Dr. Allen

I practiced as a cosmetic and reconstructive dental implant surgeon for nearly 25 years in USA performing over 3000+ dental implant surgeries and restoring over 10,000 dental implants which 1200 of those cases were full mouth reconstructions. The reason, I am telling you this is not to impress you but impress upon you that I was given a presentation by dental manufacturers, dental vendors and anything that is made to sell to dentist over a million times. There is one thing that separated the companies that I bought from than the one that I simply shook my head and gave them a reason for not buying them such as , I need more proof, the price is too high, or I don't have any use of your product services, and that one thing was that someone from the company did not bore me with the details and features of the product but it showed me how their products was going to make my life easy, make my treatment more predictable and yes, how I was able to make money from it.

If every sales person understands the concept of discussing benefits that a product or service does for a dentist and is able to communicate such benefits, then there will be no need for me to write this program for you. So why are they not doing it?

Reason #1: SALES PEOPLE WILL NEVER BE ABLE TO LEARN EVERYTHING THEY NEED TO KNOW

Unfortunately, dentistry is too technical and it takes more than just one month of training for the sales people to go to a dental manufacturing company's head quarter and learn what they need to know. Even many dentists with the amount of education and training that they have had are not able to learn everything, so expecting this from a non-dental sales professional is a bit too much.

Reason #2: SALES PEOPLE DO NOT UNDERSTAND PRIVATE PRACTICE

I have nothing against sales people and I respect them tremendously as I am one myself. The application of a product or service in a private clinical setting and the benefit that it can provide dental clients can only be communicated if the sales person practiced dentistry before and operated a business. Even if the sales person practiced dentistry but worked for a non-profit or a university setting, he/she will not be able to communicate the business benefits of what they are selling.

Reason #3: MOST PRODUCT MANUFACTURERS HIRE CLINICAL DENTISTS FOR TRAINING BUT THOSE CLINICIANS ARE NOT GOOD AT THE ART OF SELLING & PROMOTION.

I have been to hundreds of dental seminars that clinicians presented their side of the story and why dentists should buy a product or service but they did not know how to promote those products and sell them from the backstage. Unless they are following a proven and tested formula in their approach that I use, they will not be able to convert more than 10-20% of the seminar attendees to pull their credit cards.



How can I help you to sell more of your products?

As a highly experienced clinician and a trained speaker and a coach, I am able to promote your products and services that are of high quality to dental professionals through various means. These include but not limited to:

- 1) Manufacturer Sponsored Programs & Workshops
- 2) My Corporate Clients Sponsored Seminars
- 3) Dental Meeting Sponsored Seminars
- 4) In-Office Training for Group Practices
- 5) My existing consulting clients
- 6) Customized marketing services to increase sales conversion rates at the live seminars- Same techniques used by world's best speakers

How would some of these seminars be different?

All of the seminars will not only focus on the clinical application of the products but it will include training sessions to teach dentists how to sell more of their products and services to their patients. These unique and rare case presentation and management seminars are highly effective for your company to have a competitive advantage over your competition.

What will I charge to represent your company?

Every client will be different and every product is different. The fee arrangement can be a of monthly retainer fee, percentage of product sales , speaking fe or a combination of all of the above. I examine each product for quality, scalability and unique advantages that offers to the market place. My approach to sales of your product is multi dimensional and I use various networking opportunities available to me to increase your sales and market share. Please contact me so we can discuss your particular needs and how I can add value to your company.

What Companies I have worked with?

► Dental Laboratories

Dental Laboratories like to help their clients to sell more cases as they directly profit from the additional revenue and sales their clients

► Dental Implant Manufacturers

Dental Implant companies know that more they can help their dentist clients sell implant dentistry, more dental implants they can sell to them

► Dental Manufacturers of Specific Devices

A company that manufactures Breath testers was interested in me showing them how to promote their products to dentists and show dentists how they can profit from their devices

► Dental CAD-CAM & DIGITAL SERVICES

Dental CAD-CAM manufacturers who want to show to dentist how to incorporate their system for higher efficiency and also teach dentists to sell more CAD-CAM porcelain restorations.

► Service Providers

Attorneys, Insurance Companies, Banks, Financial Planners and Software developers who want dentists to understand and relate the their

Need to SELL a LOT more !

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