

Qualifying Round Prospect Profile

Pearly Whites Dentistry, LLC



 HENRY SCHEIN®

**WESTERN STATES
COLLEGIATE
SALES** 
COMPETITION

2018

Pearly Whites Dentistry

The Situation

You have been a DTS (Digital Technology Specialist) with Henry Schein Dental for almost one year. You were recently referred by a colleague to Dr. Pat Johnson, owner of Pearly Whites Dentistry. This referral comes from Adam Bozeman, the FSC (Field Sales Consultant) who manages this account. Dr. Johnson attended a Santa Clara County Dental Society meeting, where *CAD/CAM was discussed and showcased. After the meeting, Dr. Johnson became very interested in the technology and immediately called Adam to set up a meeting as soon as possible.

Adam has given you the following information about the account, who he has called on for years:

OFFICE DETAILS

Name: Pearly Whites Dentistry

Address: 450 Sutter St. San Francisco, CA

Employees: 1 dentist

1 office manager

3 dental assistants

3 hygienists

Production: \$1,000,000 Annually
Practice type: General Practice

ADDITIONAL CUSTOMER NOTES

Adam estimates that Dr. Johnson seats 15 crowns each month. With the number of crowns the office produces, their dental lab bill is likely very high and the office spends a lot of money on impression material. Since adding orthodontics to the practice, Dr. Johnson has expressed an interest in expanding their offerings to perform dental implants as well. Dr. Johnson is still paying off a 3D Cone beam machine. Dr. Johnson attended the dental society meeting to hear about CAD/CAM technology. Dr. Johnson also thought it would be fun to attend the event with Adam. Adam told you the doctor has connections with a preferred dental lab, but forgets the connection specifics.

The Sales Call:

Dr. Johnson has agreed to meet with you over lunch to discuss CAD/CAM technology. But, when you arrive to the office, there are emergency patients present and Dr. Johnson can only meet with you for 15 minutes between procedures.

Although Dr. Johnson seemed initially interested in Cerec, he is well informed of other competing technologies and distributors in the market, including Planmeca.

As the DTS for Henry Schein, Cerec is your preferred brand to optimize efficiency with CAD/CAM technology. This technology, however, is an expensive option in the dental industry.

The objective for this call is to lead a successful discovery meeting, confirm relevant facts about the practice, present competing product offerings (with Cerec as the preferred solution), and schedule a follow-up appointment with Dr. Johnson.

CEREC COST BREAK-DOWN

Mill: \$72,000

Scanner: \$71,370

Total Cerec CAD/CAM System:

\$143,370 (not including tax/other fees)

-all crowns are designed and milled in house



*CAD- Computer Aided Design

*CAM- Computer Aided Manufacturing