

# Prospecting Strategies: Approaching Dentists

## Video Script



Build a network of dental practices to fill your pipeline. [VIEW VIDEO NOW](#)

Hi, this is Nick Miller, welcome back. This time, we'll drill (ha, ha) into conversations with dental practices.

Why dentists? EVERY community has dentists. They acquire and use expensive equipment. They receive tons of patient payments.

So, good opportunities for us: deposits, credit for equipment or cash flow when insurance pays slowly, and cash management fee income. Very juicy.

How do we meet dentists? Our advice: start with your own. They can share dental industry information and introduce us to other dentists, help us network. Hey, maybe they could become our clients, if they aren't already.

VERY juicy. So, what do we talk about?

**First, bone up on the industry.**

Use Vertical IQ or other industry information resources.

**Then, start with the big picture.**

Ask, "how has your practice changed over time?" "What challenges are you facing now?" "What are the current headaches on the financial side?" These are good questions to ask any dentist.

**When you want to dig deeper, focus on revenue and cost of delivery.**

For example: "I haven't had a cavity in ages. Is that true of other patients? How has that affected your revenue? What are you doing to compensate?"

Or, "Are you selling a lot of restorative or cosmetic work to baby boomers as they get older?" Those are high-margin sales. The more, the better.

Or, "How are you attracting new patients to your practice? Will you need to expand – more operatories or staff?"

That's the revenue side. On the delivery side, we could ask, "I really like my hygienist. How are you retaining yours?" A great hygienist can generate significant income and boost patient satisfaction. Retaining hygienists can also increase practice costs.

Or, "How are you handling patient payments so they don't chew up a lot of office time?"

So, dental practices are attractive because they generate high-deposit balances! They borrow for equipment and cash flow. They process a lot of payments. Start with your own and build your network from there.

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