

# How to Attract More Dentists to Your Dental Laboratory



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Generating business from dentists is a perennial challenge for Dental Technologists, along with maximizing ROI. Of course, the best approach will depend on your business's individual circumstances, your goals and your budget. Here are some suggestions to attract a steady flow of new business:

## 1. Signage

It sounds obvious, but how visible is your business? Many businesses don't have the right signage to 1) create the right image and 2) to be noticeable to anyone who may need to locate your lab. Every dentist is interested in knowing that there is a dental lab in their neighborhood. Take yourself 100 meters down your street and then walk up to and past your business. Is your signage clearly visible? Does it convey a modern business? What information is on your sign?

## 2. Story telling

A newsletter is an easy way to create interesting stories about your lab - introduce technicians and staff - describe the latest techniques you are employing - talk about your favorite materials and why - advertise Special Offers - explain

digital workflows - convey why dentists should be sending cases to your lab - there's no end to these opportunities

## 3. Website

If a dentist is looking for a lab, Google is likely to be the first place they look. A contemporary designed website that is informative and benefits-driven is essential to driving new business. After word of mouth, your website will be your most important marketing tool. Make sure you invest in getting it right. Hire a

professional web designer - one who is familiar with dentistry is even better.

## 4. Networking

Make sure you have a knowledgeable, experienced sales representative that networks in your greater community and who will visit dental practices circumferential to your lab. Establish your presence and find out who the well established and new dental practices are. Make an effort to attend their educational events, dental conferences, business clubs, sports clubs, study clubs, etc. so that dentists get to know you and know what you do.

## 5. Social media

An up-to-date Facebook or Instagram account is a must for any practice wanting to spread the word. Find the person in your business who is most experienced in social media and ask them to head up





in a short space of time. You can publicize it through your social media channels, the local press and via your network. But make sure you think about what you want to happen on that day / evening – demonstrations, presentations, a tour of the business, meet the team, etc. The day needs to have structure and a clearly defined set of outcomes.

## 7. Incentives

Think about low-cost/high-perceived value for lab products that dentists need for their patients everyday. Think about marketing a special that runs for a finite period of time. Create a flyer about your Special and include it in every outgoing case. **SI**

your social media activity. But make sure you concentrate on providing engaging and relevant content, not just a stream of ads for your business.

## 6. Open House

An Open House is a great way of getting to know new dentists

### About the Author

**Sarah Barnard** is a regional support manager at Practice Plan, providing patient membership plans to dental businesses, as well as business advice and support for the long term.

**SMILE INNOVATIONS  
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# EXIT WITH US

- 1 Do you offer high quality work and reputable service?
- 2 Are you looking to transition within the short to medium term?
- 3 Do you have an established, loyal and supportive client following?
- 4 Are you looking to leave a legacy and a strong succession plan?

If the above resonates with you, it's time to **take action**. With a successful proven pre, and post lab acquisition process, **Smile Innovations** continues to seek out laboratory owners across Canada, with aligned values and culture. *Let's Chat*

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