

The Communicator

Summer Edition 2019

Trade Show!!

September 14, 2019



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President's Message

Dear GDLA members!

Well, the time is drawing near for our September 14th trade show. It's going to be a big turnout. We will have 11 expo tables and 7 table clinics. A lot of new vendors and returning vendors will be in attendance, including several with scanners, printers, furnaces and all types of new equipment and products. Some of the equipment/systems will be running live at the show for everyone to check out firsthand.

Our attendance and interest in the GDLA are up, and we are excited to be in our new hotel conference center at Marriott Peachtree Corners, 475 Technology Parkway NW, Peachtree Corners, GA 30092. Come out and support the GDLA association, you're not going to want to miss this one. You can register and make payment online at www.gdla-online.org to make your life easier.

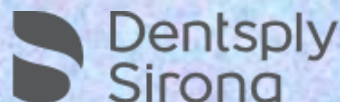
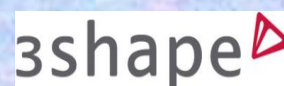
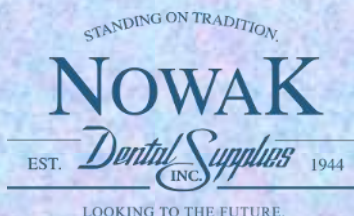
Matt Barrett

GDLA President

Trade Show Registration September 14, 2019 Marriott Peachtree Corners

Continental Breakfast only No Lunch

**4 Hours of Scientific Credits
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Meeting Registration for September 14, 2019 Fees

Early Registration Fee by September 8, 2019

Members and Their Guest:	\$85.00
Non Members	\$130.00

Late Registration After September 8, 2019

Member and Their Guest	\$95.00
Non Member and Their Guest	\$140.00

You now have a choice of payment for registration! You can pay by check or credit card at the door. Or you can pay online on the website under meetings.

Laboratory Name: _____

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Name: _____ **CDT #** _____

Name: _____ **CDT #** _____

Name: _____ **CDT #** _____

Name: _____ **CDT #** _____

Name: _____ **CDT #** _____

Name: _____ **CDT #** _____

You can now register online at our website. Go to www.gdla-online.org and use the email link at the bottom of the registration form. Put your laboratory name, email address and those you wish to register in the message box. Noting that if they are a CDT. We hope this helps you to be able to register more efficiently!

Marriott Peachtree Corners, 475 Industrial Parkway, Peachtree Corners, Ga.

Email the association office for link to book hotel rooms. Reservations Must be made by August 26, 2019!!!!



“WORK SMARTER, NOT HARDER: MIYO”

I had one of my best accounts tell me this a long time ago. Most times, the majority of us try to work as smart as we can and attempt to not get behind. Some of us have been resistant to adopt the newest techniques. Many of us have been burned by promises of revolutionary products. I have cabinets in my lab that have items I won't throw away because I paid good money for them...and I guess I think one day they will jump out and make me money! Fool's gold and I bet I was not the only fool.

New times, new techniques, so now learn about a product that is probably the most revolutionary material I have come across in more than 30 years. No, it won't make crowns by itself or do your payroll. The only requirement for success is that you adhere to some really basic criteria to make it work as designed (minutes a day, really).

What if you had a product that you could apply as quickly as stain and glaze, but did not block light transmission and gave your work a 3-D appearance? What if, when you applied it, it looked exactly like it would after firing? What if that product not only allowed you to lower value, but also allowed you to raise value without reducing translucency? Make an A3 into an A2? Sound too good to be true? No doubt, but when I took this material to the biggest military dental lab on the east coast...the officers in charge loved it and adopted it! Our troops on the front line now get monolithic zirconia (NO chipping!) that looks layered and vital and it is colored with this material! You want icing on the cake? There is a secondary kit that is designed to replicate tissue colors and it is virtually indistinguishable from layered tissue porcelain at about a 50% time savings. Anybody that passes this material up basically has no idea what it can actually accomplish!

Even I was a skeptic originally. Now that I have worked with it over 2 years...well, I teach people how to use it for best results. For the big labs, it makes them more productive with better esthetics. For the smaller labs that work 12-14 hour days and most often work 1-2 weekend days...it makes you able to take about 4 hours off a day and hopefully not have to never see your home on the weekends. It literally is a game changer. I know other manufacturers wish that they had a similar material. If you think you have to micro-layer to get depth, vitality and translucency...think again.

I'm not going to gush and go on and on any further about the MiYO products. Please come to the September 14th GDLA meeting and I will be demoing the product right in front of you. No gimmicks! Most of you know me and I am here locally to help out if you have any hiccups. This is the real deal. Take your monolithic zirconia and lithium silicate or disilicate to a level you never dreamed possible! NO layering and a substitution for conventional staining (in the same amount of time). For those of you not able to attend for some reason, I am still available. If you have a computer, I have the ability to demonstrate live to show you one of the most amazing products in the last 30 years. You owe it to yourself....and your family to at least take a look.

Terry McQuiston, CDT

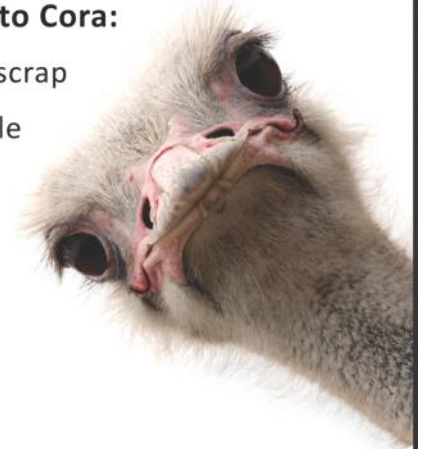
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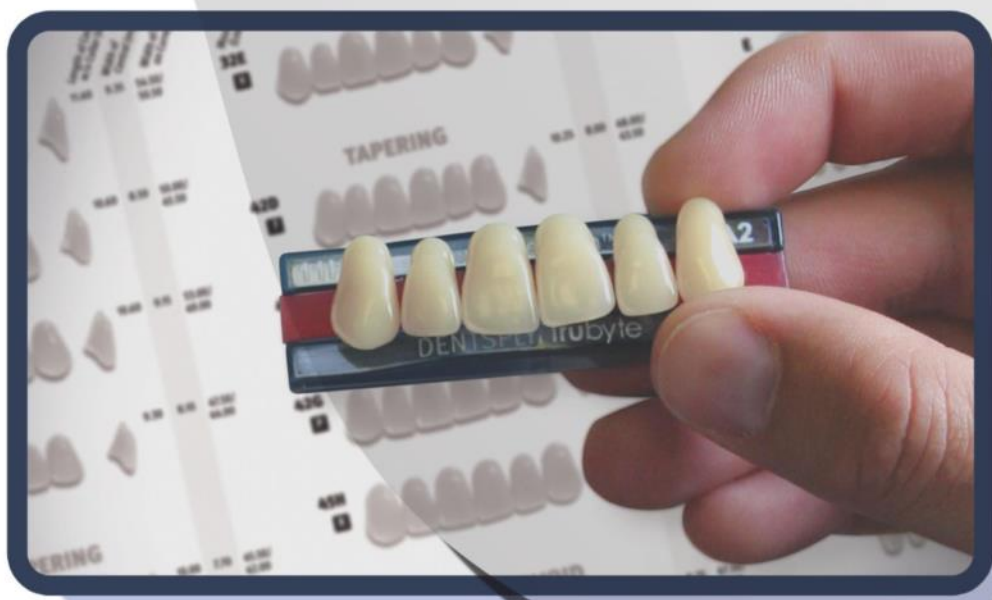
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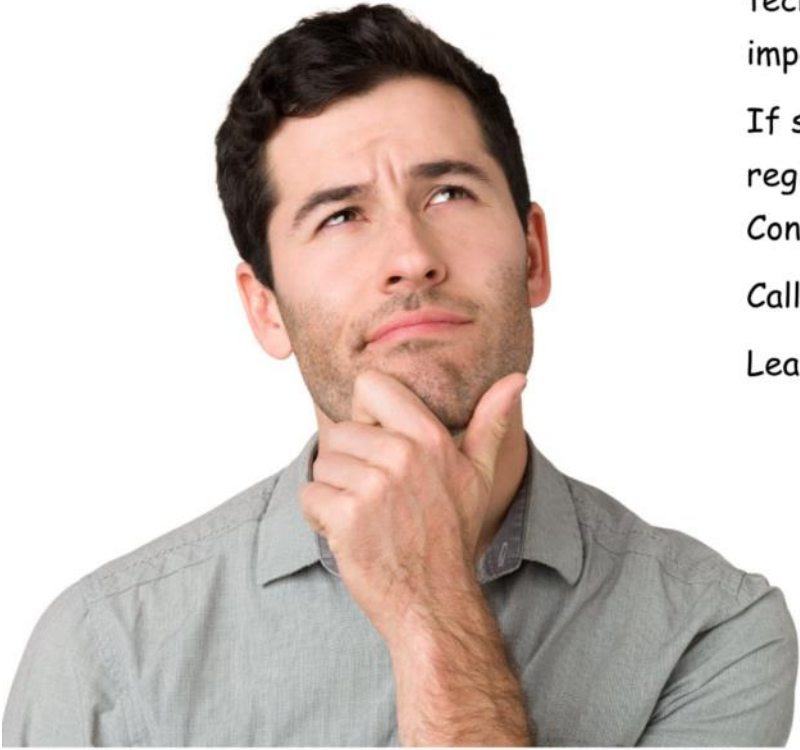
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REMAINING VIABLE

Craig A. Pickett, RG, CDT, TE

3/20/19

My father, Floyd J. Pickett, DDS just passed away at age 94. He was a twenty-year-old, 1st Lieutenant fighter pilot in the Army Air Corps during World War II. He flew the P-47N (arguably the best fighter plane of its time, even if you are a fan of the P51!) out of Iwo Jima, where the Americans were amassed for the invasion of Japan.

He loved flying. I asked him once when I was younger why he didn't keep flying and stay in the military or go into commercial aviation. He told me that they didn't need him. At the end of the war the military began flying jets and he was a propeller man and the airlines had all of those multi-engine bomber pilots to choose from. For him being a pilot was not going to be a viable choice, without more specialized training and longer commitment. So, he graduated with a degree in business from the University, (the first in his family) and became an 'Ad Man' or what we would call 'marketing' today. In the late forties and early fifties this was a viable choice as families and commerce post war were booming.

By the mid-sixties he had become disenchanted with the 'Ad business' and could see that it was not going to be "viable" for him anymore. He decided to become a Dentist to remain viable.

He returned at 42 and graduated from Dental School just before I graduated from High School. He bought two suites of equipment, rented a space and hung out his "shingle" in his name only with three-inch-tall letters, as were the rules at the time. He had a successful practice for twenty years as a single dentist with one assistant and a front desk person. However, late in his career the practice began losing patients. It had quickly become geriatric due to housing economics. Younger families were purchasing homes further away and younger dentists were setting up practice closer to them, as were the new "Advertising Practices". To remain "viable", Dad purchased another retiring dentist's practice and added it to his, increasing his geographic patient base.

At the end of the practice I asked him if he wanted to go and teach at the Dental School like some of his dental colleagues. He replied, "No, I'm done", and at age 65 went on to retire quite handsomely. Dentistry, was changing in materials, delivery and patient outreach. He felt he could no longer remain "Viable" without specialized training and longer commitment but with a plan, retirement was now viable.

Change if we embrace it, keeps us viable in a world which always moves forward.

Dental Technology is in the same throws of change. However, the rapidness with which the change now occurs is a new challenge to every technician and laboratory owner. Fielding the costs of new technology and training and getting a favorable "Return on Investment" can be complex. But if we are to remain "viable", we have to find a way to be at a minimum, involved in these changes. Turning a blind eye to new developments based on what your doctors currently want, will not have you prepared for the request for those products which surely will come from those same doctors. You need to find a way to remain "VIABLE".

To do so, Investment in product is not always the answer. Investment in learning and connection is however, always the way to begin. Early adopters often find short comings in the materials, equipment or software of products. Manufacturers with less than stellar sales early on, often drop even viable products. But waiting too long puts you behind the competition and may cost the lab business.

I began in a laboratory world where lab owners saw each other as the enemy and accounts were, "My Doctors". Case pans were covered if another lab visited to make sure that they didn't know who you were working for. The industry has come a long way since that time, in product and communication, but we have also lost many laboratories. When I started in the 70's there were approximately 16,000 commercial laboratories in the US. Now we are less than 8,000. No matter the individual reason, it all has to do with remaining Viable.

With that in mind, I am going to make some area of focus suggestions,

Associations – Make them. National, State, Study, Vender, Publication and Individual. You should be involved in all of these. If you are not finding "monetary value", then you are not looking at the entire picture. Connections are more valuable than you may know. Back-up is a good principle.

Research – Be informed about new materials and techniques and how their application would work for your business. Adopting them may or may not happen for you, but you should know.

Trial Time – find and set aside time to test products or techniques. If you are spending all of your waking hours in production there will be no improvement or forward motion.

Eliminate Waste – a LEAN Principle every lab should put into action. If you need help beginning, contact me.

Outsource – this principle was demeaned when the connections to China, India, Turkey and Viet Nam came into play, however local outsourcing has always been beneficial. Removable labs almost always 'outsourced' their PD frames to another lab. You can do the same with products that do not make sense to bring inhouse. Or, you might consider international if appropriate.

Have a Plan or Goal– Doc Pickett taught me that you should always have a plan. You can change the plan, but to not have one is to let other influences plot your course. Plans and goals should be S.M.A.R.T., that is Specific, Measurable, Attainable, Relevant and Timely. Don't bite off more than you can chew.

Remaining Viable is a process of change and requires effort, but the reward is a well lived life and a valued career.



***At left Craig's Dad at 94
with his remembrances.***

***At right the author Craig
Pickett of this heart
warming article.***



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New Customer Verses Old Customer



Three Things You Need to Know About Marketing

Most lab owners and managers didn't go to business school before opening a dental lab. Consequently, marketing and its various components is somewhat mystifying. The challenge is compounded by so called experts who want to make it *seem* complex so you will hire them to figure it out! In truth, understanding marketing is fairly straight forward. This article is intended to cut through the clutter and break marketing down into its basic elements.

Price – *“Never apologize for your pricing.”*

Handling price objections: “Dr. Smith thank you for raising this issue, I know there are many other labs that sell at a lower price than us. I also know that our best clients understand and value all of the things we do to help them and their patients such as (fill in the blank). These add value to the relationship but I understand not everyone is interested in those things. We both know there is no free lunch; everything you do in your practice and everything we do in our lab has a cost associated with it. If what we do beyond the high quality restorations (or dentures) we provide for you is not of value, I certainly won't fault you for finding a different lab to meet your needs.”

Some would say that's pretty bold. Maybe, but why should a high quality lab that goes above and beyond the call of duty on a daily basis accept less money for what they do? Do not devalue your products and service!

Sales – A subset of marketing, and vital to a company's success.

“Nothing happens until someone sells something. Everyone's pay check depends on a customer buying from your company.”

This should be obvious but for a business to survive it needs customers who pay them for products and/or services. Whether you have a sales department or not the sales process is surely taking place. There are two types of selling:

Business Development is the acquisition of new customers; it is often referred to as “hunting”.

The Sales Call - Focus on Them!

If you were single and went on a dinner date for the first time and the other person spent 2 hours talking about themselves how likely would you be to go on another date with him or her? Not very, yet that's precisely what most companies do in their marketing messages and sales pitches. They go on and on about how great they are and how much better they are than their competitor's, blah, blah, blah. If you are like me I tune them out, and PDQ!

It is far better to talk about the prospective client's needs and challenges and how you might be able to help them meet their goals. Use “outside in” thinking and don't make it about you, focus on them. This is true when you meet or talk with them. The power is in asking good questions that will uncover their needs, and how you can fulfill them. Sure your lab can offer ten different additional services but if the prospective client is only interested in four of them why even bring up the other six? Ask questions and *focus in on what they tell you before responding*.

It is also very helpful to rephrase what you heard to confirm you understand what their pain points are. “If I understand correctly Dr. Jackson, your primary concerns are turnaround time, treatment planning, and enhancing productivity, is that correct?” If he says, yes then address those specific issues and explain how you can and will solve them. If he focuses on things you can't or don't want to do thank him for his time and break off the conversation: “Thank you for sharing your needs and objectives. Unfortunately we are not equipped to address those areas and I wouldn't disappoint you by agreeing to work with you and then not delivering on our commitments”



Account Maintenance (aka “farming”) - The easiest customer to sell is the one you already have!!

It costs many times more to acquire a new customer than it does to keep one.”

Even with long term clients, how you interact with them will determine whether they stay with you or get wooed away by another suitor; and there are plenty of them! I often use the analogy of courting someone in comparison to the process of acquiring and keeping clients. How often have you heard someone say “When he was courting me he was very attentive and really went out of his way to please me. Now after five years of marriage I feel like he takes me for granted and special dinners and surprise gifts just don’t happen very much.” So do not take your clients for granted.

Present other products and services to existing clients that will increase your account penetration. What does your ideal customer that doesn’t send all of his work to you most value? If you don’t know, ask him.

Client vs. Customer

This may seem like semantics but there is a distinct difference between a client and a customer. A customer is someone that a supplier engages in a transaction with, such as selling her a car or boat. A *client* is someone that a professional engages with on a regular basis over an extended period of time. They are often trusted advisors such as attorneys, financial planners, and CPAs. The best ones take a broader view of helping you as a client, not as someone to sell something to.

Promotion – How you let your market know who you are, what you have to offer, and why they should choose you over other labs. Sometimes referred to as your Unique Selling Proposition or USP. It is what makes you different.

“Your goal is to be viewed as a trusted restorative dentistry advisor to your clinical clients as their partner in planning, creating, and delivering optimal patient outcomes.”

Value Proposition – What do you do beyond the product? Are your customers willing to pay for it? Do they even know what those “value-adds” are? First off it is only a value-added service or feature if the customer believes it is. But you can rightfully communicate that you have xx years of experience and are an expert in implant restorations; just make sure you explain how this benefits the person you are communicating with. In truth, everyone listening to an ad or pitch or reading a brochure is thinking “What’s in it for me?” They really don’t care about how big or great your lab is unless it connects with one of their needs or hot buttons. Your job is to uncover those needs and demonstrate succinctly how you can and will meet them.

“It is only a value added feature if the customer says it is and will pay for it.”

Marketing Message – In its most basic form a marketing message conveys why someone should buy from you versus your competitor. It explains why your products are better than those supplied by other labs. You cannot be all things to all dentists; that is a set up for failure. Segmenting the market is how you prosper.

“

Don't compete on your competitor's strength, make him compete on yours!"

Target Market – Ideal client profile Envision your best account. What makes him or her a valued client? Go beyond the dollar value of that account and think about all the reasons you love working with them. Write these down. Now, if that client were asked why they work with your lab what would they say? Write these down too. Now you have an ideal prospective client profile, i.e. the type of dentist you want to work with. Now you know why that type of dentist likes working with a lab like yours. So you have a defined, focused target market segment and the key words and message that will attract that type of doctor. There is no merit in expensive shotgun marketing to every dentist in a geographic area if 80% of those dentists aren't in your sweet spot.

Conclusion

Marketing need not be complex to be effective. It does however need to be an integral part of your business and viewed as an ongoing process not an event. Keep reminding your entire Team that together you have the passion, expertise and commitment to serving dentists. Communicate this to your clients and serve them with pride delivering optimal patient outcomes and you will always be able to attract new clients.

END

About the Author: Frank Manfre holds a BS degree from Fredonia State University and has worked as a business consultant focused on helping small businesses with strategic planning, leadership training, team building, and improving team project outcomes through the use of proven leadership and Continuous Quality Improvement techniques and processes. He has worked in the dental lab industry since 2007 and lives in Grayson, GA Frank may be reached at 404-213-5795 or frank.manfre@ivoclarvivadent.com

Tade Show
September 14, 2019
Don't Forget to Register

7 Table Clinics
4 Hours Scientific Credits
11 Expo Tables
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Professional Development

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