

“WHY WOULD DENTAL LABORATORY BUY”



MILLING MACHINE?



Some ideas about how Dental Technicians think, what we should be looking at when promoting the DWX range to them and things to avoid.

Some of this maybe stating the obvious, please accept my apology if it is!

Overview

The Roland DWX range of Laboratory Milling Machines is superb. It is important to understand this as there will be times when you see a lot of things that may make you question how we are ever going to break this market. The combination of quality and value makes this product a ‘must have’ for most Dental Laboratories.

Roland has entered the Dental Market with the DWX-30 and DWX-50 milling machines. There are more machines to come. There is enormous ‘Global’ potential in this market as Dental Businesses move into the CAD/CAM era from a traditional craft background. Roland are not the only manufacturer to see this potential, there are many, however, the company is uniquely positioned to establish itself as one of if not ‘the’ major player. Why? Currently the market is moving from a closed

system era to an open system era. The major 'Dental' companies saw the potential of CAD/CAM some years ago but all tried, with varying levels of success to tie-in businesses to their brand. This allowed them to maintain a very large margin, as once a Lab had invested it couldn't afford to move away from the brand. This is going by the wayside now as Laboratories have now 'paid off' their investments and look for greater choice and lower costs. As the closed systems decline so a 'bun fight' has begun to see who can replace them. What many manufacturers still don't understand is the market itself! Dentistry is not an Industry, although it is often described as one. It is rather a loose coalition of many small businesses, all slightly different and all with varying aims and aspirations. There are common points, one of which is that when looking for solutions, they are inclined to go for something familiar and that they trust. Mainly because (1) they can't afford to make too many mistakes and (2) it's usually easier. Roland is a big enough company to approach the market from a position of strength. We are a well established and successful business and have a reputation for quality and excellent service. We have great products and they are competitively priced. We have the strength in depth to deliver the kind of support these businesses need and demand. This is a huge advantage over any competition!

With this in mind I have put down the following points which are aimed at helping my non-dental Roland colleagues get a march on how to go about dealing with Dentistry.

Initially we will be selling to Dental Laboratories:

'Sell the dream not the product!'

1. Most Dental Laboratories are not cash rich businesses. It is an increasingly competitive market for them with the prospect of getting even more competitive a very real one. So when they start to look to invest in a large capital outlay, or as they would say, 'buy something that's expensive', they are looking for the following.

a. They need to see a need! It has to be pointed out to them why they need to make the investment. The world is competitive. They need to embrace new technology in order to keep their business from falling behind competitors. This approach should be hinted at in advertising but is best explained as part of the re-sellers approach when face to face with the customers.

b. They need confidence in the machinery. We know that the quality of the machines is high. We know that they are very reliable. We need to look at getting this message across to the clients. I am going to run with the phrase, 'Amazing Quality, Outstanding Value' on our ads and literature. Again, it can be explained by the re-seller but with support from us to back it up.

2. We need to 'stand out from the crowd'. There are a lot of companies who have good milling machines. All are looking if it is possible to get into this market. Most will fail. In order to succeed we need to offer something others don't. Where can we do this?

a. Support: We need to offer (and be seen to offer) a high level of customer support. In the UK we will be running an 'introduction to CAD/CAM' day for clients to come and see the system. We will follow this up with installation training and advanced training on CAM use in the future. The client needs to feel that there is someone who will have his back; both to learn how to use the machine and if things go wrong. What we are offering is like an ongoing partnership, they don't just buy the machine, they buy into a relationship with Roland.

b. Service: Similar to support, the client needs to have complete confidence in the company to come to his rescue if something does go wrong. We need to offer a service contract that will repair or replace the defective unit within 48 hours. While we can charge for this service it is common practice

in the industry to offer the first year free as part of the purchase price. This needs to be a big part of the selling process. We have a superb history of high levels of support to draw on, use it.

c. Advertising: Needs to be clean, white and dental 'looking'. Have a look at some of the main dental company's adverts. There is a theme. We are selling to a clinical market so adopt a clinical approach. Keep the message simple, high quality, inexpensive, Easy to use with excellent service and support.

d. Return on Investment: Sergio from Roland Italy has put together a very well thought out ROI matrix. He is more than happy for us to see it and use it in our own markets. If there are things you feel need to be added or taken away for your market then its easy to make the adjustments. Explaining to potential clients that spending money can actually SAVE/MAKE them money makes the selling process much easier, especially when you can show them in black and white! If any of you are unsure what all the different parameters mean I am happy to explain them to you.

e. Using the Brand: We have one very big advantage over almost all the competitor 'open' machines. We are Roland. We have a history of excellence, of innovation and a world of experience in what we are doing. We have been at the cutting edge of technology development for 30 years and are 'Global Leaders' in a large range of new technology developments. This is priceless and should be used to convince dealers and clients to choose the Roland option over 'unknown' or 'risky' competitors, who may have a good machine, but will they still be there next year?

3. Dealers: Choosing the Dealer for your market is the single most important decision to make. There is a quite understandable temptation to find a 'Big Name' seller and just leave it to them to 'do the business'. This is fine but will probably result in far fewer machines being sold than if the 'right' dealer is sought. In every market you will find some form of the big 'Global' resellers, e.g. Henry Schien. However, the really big companies have a huge amount of products to sell, and may not be focused to sell into the particular market you need to get to, or even if they do it may be that our product just get's 'lost' among all the other products they are trying to sell. It will pay huge dividends if you do some research and visit some local 'Crown and Bridge' laboratories. Who do they buy from? Which reps visit them on a regular basis? You will discover that underneath the big named resellers are the 'dedicated to market' sellers and these will almost certainly be different in different countries. These are the people you need to sell through. You will have to decide if it is better to deal with one or more depending on the size and depth of market penetration the particular reseller has. Some may only be regional? Can they help you put together a 'complete solution' from other businesses they deal with? Your choice of dealer also says a lot about you, if they are a big well known dealer then you must be worth looking at or why would they be promoting you?

Supporting the resellers: Offering some level of support is vital, we cannot expect a reseller to do everything. That is what the competition is doing! Look at what package you can offer the reseller to help him sell. Will you be advertising? Will you be doing shows? Have you a website/twitter site? Can you run selling days (if not in-house then maybe at the reseller's establishment?) for technicians to come and look at the machines? Have you got a demo machine or a loaner they can use? Discuss with the reseller what you can do to get these machines selling. He wants to make money and if you can show him that you will help him do that, he will be far more inclined to put the necessary effort into the project.

4. Literature: When putting together sales literature don't be lulled into putting in all the information we have which will cloud the message that we want to get across. Focus on what the client needs to see and read! Avoid lots of complicated information. Keep the message simple and easy to read. Make the graphics light (dentistry likes white), and if you have human faces make sure

they are smiling, with a healthy clean look. Our clients are very focused on teeth! Produce a simple technical leaflet to go with the brochure which can be handed out when an interest is shown. This can have all the complicated detail in you like.

5. Key Opinion Leaders: I can think of few 'industries' where there are so many changes taking place constantly. People working in this environment are constantly 'bombarded' with information on new products, new materials and new systems. It can be bewildering! In 2007 I counted up over 500 new products coming into the market in the UK from the various manufacturers. Getting someone within the industry who is 'known' and 'respected' can save you a lot of leg work! If they are willing to be published saying what a fantastic piece of machinery it is, others will take note! It saves a lot of time and effort finding it all out for themselves. Not necessarily that they will rush out and buy the same day but they will definitely put the machine in their mental 'interested' file. If you have no idea how to go about getting to a KOL discuss it with the dealer you choose, they will be able to suggest people. The first purchasers will be ideal KOLs and they can generate articles for publication in the press. The dental press are always looking for editorial to fill the pages.

5a. Key Opinions Leaders (2): Once a national KOL or KI (Key Influencer) is acquired, look for several 'Regional' ones. Many technicians attend monthly trade meetings where they discuss all sorts of things and this gives your KI the opportunity to help get the message out! Try and work with these people to promote the machines and brand. They are worth their weight in Gold to you.

6. Dental Press: On your fact finding visits to the local Dental Labs, find out what publications are being offered. What do they read? Why? Get the details of the publications. The publications dedicated to Dental Labs are not huge in number in any country. Ask for a visit from a feature writer! They will be interested in what we are doing! Try to form a relationship with them, don't be afraid to ask for advice on how they would approach the local market, it is what they do and they will help if you ask for it!

7. Dental Shows: Every country has some form of Dental Shows. The object of the exercise for us initially is to look for the ones with a high 'Technician' attendance. Again, your dealers/s will offer advice on which ones are suitable. The stand needs to be open, clean and preferably white with 'working' machines on display. Look to get the Roland Brand as prominent as possible! We are new to this market and the bigger the brand and more often they see it the better! Technicians work with there hands,

so look to



offer them the chance to play with the Cam software, if they touch and feel it they will feel happier about it. Rather than do a demo, sit the tech down and tell him what to do! What you need to keep stressing is that it is easy and will make his business far more profitable. Also stress the back up support available! The picture shows the stand Italy put together for the Rome Show 2010. It was close to the ideal stand, white, large Brand, working machines. It attracted a lot of attention.



Also use the easy shape branding, where possible. Its easier to remember than DWX..
It has been adopted globally by the company and is a very good umbrella for all our Dental products.

8. Complementary Products: We do not have all the components ourselves to make the Milling Machine produce a final product. What do we have? The machine and the cutting burrs. In the future we 'may' offer the blanks and we 'may' offer a CAD component. So what else do we need?

a. The machine needs an extraction unit. There are several available. In the UK we are going with the BOFA machine, different countries may have other solutions. If you would like BOFA details email me.

b. A sintering Furnace for the Zirconia. In the UK we are probably going with the German made, Nabertherm (model **HTCT 1/16**), it is ideal for the small to medium sized Laboratory, relatively inexpensive and from an established quality company. Larger models are available for bigger Laboratories.

c. CAM Software. This is the area with the most offerings, if we think there are a lot of machines attracted to the market, there are even more software solutions. A lot of research has already been done by Japan and Italy and now the UK. The 'Main' players have now been sifted down to....3Shape's, 'CAMBridge', Delcam's, 'DentMill', SUM3D and Picasoft's, 'Mayka'. There is nothing major to be gained from aligning ourselves with a single supplier. It is best practice to explain the options to the client and let them choose. Also, new players are appearing every month so this is a very fluid market.

9. Summary:

- Visit some Dental Laboratories.
- Find out who they buy from, what industry magazines do they read?
- Develop a relationship with the 'Dental' press.
- Find the right dealers to work with.
- Look at what support you can give them.
- Look at what level of Service and Support you can offer.
- Find KOL's and develop a good relationship with them.
- Look at complementary products; we need to have a working solution.
- Look at which Dental Shows are worthwhile attending.

USP's

The machine is easy to use and inexpensive to buy. It will make their businesses more profitable. It will mill high quality dental restorations quickly and easily. They are very reliable.

10. Some useful emails.

Here are a few people who may be able to help you! Don't struggle on your own, ask for help, we all work to the same aim, making Roland successful.

Global Voices

sdeangelis@rolanddme.com

Patrick Thorn: UK: Patrick is one of the most experienced CAM engineers around. He is a fantastic source of information on the machine, CAM software and how it all works.

Patrick.Thorn@Rolanddg.co.uk

Myself: I am happy to help with any query. If I can't answer it myself, I will find someone who can!

Laurence.Grice-Roberts@Rolanddg.co.uk

You can join the **Facebook** page **ROLAND DENTAL SELLERS INFO** which I have set up as a tool that is quick and easy to access. Its a closed site so only we can access it, apply to join.

Regional Voices (INDIA)

Newbajaidentallab@gmail.com

Afraj Alam: I Happy with the entire setup provided together with Roland DGSHAPE solution

DrAnshbjushan71@gmail.com

Dr. Ansh Saxena: (Prosth) DGSHAPE Mill is a good table top device to mill Zirconia with accuracy, It does not require much of expertise to operate and never go down for serious maintained as well. However, if any thing required we get remote support online by our service provider VAARDENTAL, Noida any time we land in trouble during operation. So we are happy with the overall performance of the mill.

Any one required our opinion even further they can get in touch with us.

Dr. Adom Ozeer, adamAlozeer@gmail.com

Al Haseen Multi Speciality Dental, Malappuram

Happy with the system provided with Vaardental, UP

Jagannathsahoo1209@gmail.com

Since inception we have been supported and cared by the service provider for any issue related to operation of CAD/CAM. One thing ii would like to focus that support time is very crucial inn our laboratory business, I appreciate Vaardental service engineers who answers our call almost 24*7 even in the late evening and attend the issue. I am really very happy with this level of after sales support which I really found in any other dealer/distributors

DentalstudioKolkata@gmail.com

We have recently, installed CAD/CAM in our lab, and so far we are happy with the dealer what they have provided. Specially DGSHAPE mill DWX 52D plus does excellent milling without any trouble always. Whenever we stuck we call our dealer engineer they do remote assistance and get to go in the next moment. I happy with their engineer SKILL level the moment we explain our issue they understand well and do targeted remote to provide quick resolution without wasting to much of time. So I would suggest Roland Mill is the best to buy because it does not go war and tear for long.

Kishan.kn8197@gmail.com

I can get helped whenever I need support no matter is day or night. The Service provider give us the quick resolution for our query. Specially with the Roland DWX 52D mill I am happy with the mill as it work very silently and never ever create serious issue which is beyond remote assistance as of now since 1.5 years of extensive operations.