

## Venus White Teeth Whitening Systems

### Guide: How to Successfully Sell Venus White in Your Practice.

With the teeth whitening market growing exponentially and more and more patients looking towards cosmetic dentistry, we are thrilled to introduce you to **Venus White** Teeth Whitening Systems. Our comprehensive product offering provides a whitening solution for every patient: **Venus White Max** in-office, **Venus White Pro** take-home for custom trays, and **Venus White Ultra** pre-filled, disposable trays.

Whitening can be a very profitable part of your business. Say, for instance, that you are able to sell the following each month at these example prices to the patient.

<b>2 Venus White Max</b> (in-office whitening treatments) @ <b>\$600 each</b>
<b>10 Venus White Pro</b> (take-home whitening used with custom trays) @ <b>\$400 each</b>
<b>10 Venus White Ultra</b> (pre-filled, disposable whitening trays) @ <b>\$45 each—No chair time equals 100% profit</b>
<b>This results in \$5450 in revenue monthly. THAT'S \$67,800 ANNUALLY!</b>

Visit [www.heraeusdentalusa.com](http://www.heraeusdentalusa.com) to access customizable **Venus White** Marketing Materials available through Print-on-Demand. Postcards, web banners, ad designs, letters, and more!

To help you achieve your maximum potential, it is important that patients are aware of the whitening solutions you offer and that your staff is educated and enthusiastic. This guide will provide tips on how to make the most of Venus White in your practice.



**Venus**<sup>®</sup>  
The New Esthetics

Below are 9 tips for successfully selling Venus White in your practice. Consistently implementing these ideas will allow you to make the most of the Venus White marketing support tools, and help ensure that your practice gains the maximum benefit from offering Venus White.

## 1 Read all of the provided information, instructions and marketing support tools.

Review all materials to gain an understanding of the benefits **Venus White** offers to your patients and practice. This will help you to answer patient questions and build value within your office.

## 2 Motivate and train your staff.

Share all of the **Venus White** information and marketing materials with your staff so they fully understand the product and can talk to your patients about it. Provide your team with an opportunity to try **Venus White** products for themselves so they can motivate patients based on their own successful experience. Train your staff on using the provided scripts so the entire team knows how to consistently discuss whitening opportunities with patients. Set aside time to role play so that each team member can practice discussing **Venus White** with a patient.

## 3 Set goals for you and your staff.

After reading the **Venus White** information, think about realistic and attainable goals for your practice as a result of offering **Venus White**. Discuss these goals with your team, document them, and implement a plan to reach them. Try utilizing a contest or incentive plan to get your team excited!

## 4 Display Venus White patient marketing materials.

Strategically display the **Venus White** patient marketing materials in your reception area. This will get your patients thinking about whitening during their visit to your practice. Displaying these materials in your operatories will further interest and engage your patients and make these materials handy for staff use and patient trial. Create an online presence by placing our **Venus White** web banners on your practice website. Ask your Heraeus representative about patient marketing materials available to promote **Venus White** in your practice or visit [www.heraeusdentalusa.com](http://www.heraeusdentalusa.com).

## 5 Send out patient communications (letters, postcards, newsletters).

Announce that your practice is now offering **Venus White** teeth whitening systems in your practice newsletter. You can also customize our pre-drafted patient letter or email text and send it to your entire patient base. Don't forget to ask them to forward your email on to their friends and family members! Additionally, postcards are available to order through [www.heraeusdentalusa.com](http://www.heraeusdentalusa.com) and can be customized with your practice info. Keep whitening top-of-mind by including **Venus White** statement stuffers in all mailings to patients.

## 6 Reach beyond your own patient base.

Consider advertising in local publications—many regions have bridal magazines or “welcome to the area” flyers where local businesses can advertise. You can feature a special whitening offer to attract new customers—such as **Receive 50% off Venus White Professional Teeth Whitening with a new patient exam and cleaning**. Visit [www.heraeusdentalusa.com](http://www.heraeusdentalusa.com) for professionally designed ads that you can customize with your practice info, save, and send to the publication.

## 7 Begin using and collecting smile assessments.

Smile assessments are a great way to identify which patients are the best candidates for whitening. If patients are unhappy with their smile, they will often say so by the way they answer the self-evaluation. At the start of each day, try to identify several of that day's scheduled hygiene patients who will receive smile assessments and make sure that it is part of your new patient paperwork. Save these assessments so that you can follow up with patients later for additional treatment opportunities.

## 8 Identify patients who are whitening candidates.

Based on smile assessment responses or information patients relay during their appointments, take a few minutes during recare appointments to educate patients about **Venus White**. Also, include whitening as a component of every restorative treatment presentation. Reference the appropriate script to manage this important patient education process.

## 9 Track production to see if goals are met.

Based on the goals you have already set, track the production increases gained through whitening sales on a regular basis, and then adjust your strategy for promoting **Venus White**. Include your staff on these meetings so that they can offer suggestions or feedback, and to let them know that they are a vital component of the patient experience.



View Venus White videos online at [www.youtube.com/user/HeraeusKulzerLLC](http://www.youtube.com/user/HeraeusKulzerLLC)

Join us in our commitment to support the fight against breast cancer. When you purchase Venus White, we'll donate a percentage of sales to support research for breast cancer.

