

adha 94TH ANNUAL
CONFERENCE
JUNE 14-19, 2017
JACKSONVILLE, FL



CE Course Handout

Individual Career Power Sessions: Sales - Think You Can Sell?

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Individual Career Power Sessions: Sales—Think You Can Sell?

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This session is brought to you by:

PHILIPS

Gremlins & Your Voice of Leadership

What if this event were a mirror for all your “resistance”?
What do the gremlins say? What does your inner leader say?
How you do anything is how you do everything!

Voice of Inner Gremlins

Voice of Inner Leader

Example: I came here for a reason. I commit to staying open and getting everything I can from this experience.

Serving vs Selling

Positivity over Negativity

Feminine and Masculine traits

What Q's are you asking?

Active Listening

Self-Profile

How involved are you in the dental practice and in your profession?

Do you know (unaided) the brand names of the products you use in clinical practice every day?

___ Prophyl Angles

___ Prophyl Paste

___ Handpiece

___ In-Fluoride

___ Take-Home Fluoride

___ Pit & Fissure Sealant

___ Hand Instruments

Do you know which dental distributor your office purchases their supplies from?

Do you know the name of your dental distributor sales representative?

Do you have a good professional relationship with this individual?

Do you attend the dental trade shows?

___ Local

___ Regional

___ National

Are you a member of a professional organization(s)?

Do you read the professional dental publications?

Personality Traits

Are you a happy person?

Are you a competitive person?

Are you comfortable making group presentations?

Are you a persistent person?

How do you handle rejection?

Do you like to drive?

Do you like to travel?

Are you willing to occasionally work weekends?

Business Acumen

Do you handle your household expense budget?

Have you had any business training?

Have you had any sales experience? (Girl Scout Cookies to Retail Sales)

Do you own a Smart Phone, Ipad or Notebook Computer?

Do you have reasonable computer knowledge and skills? (Check those that apply)

___ Word

___ Excel

___ PowerPoint

___ Adobe Illustrator

Do you have knowledge of Statistics?

Do you understand Gross Profit Margin?

Do you understand Return on Investment (ROI?)

Product Knowledge

Do you feel comfortable speaking about the products you routinely use in your dental practice? (Check those that apply)

☐ Prophylaxis Angles

☐ Prophylaxis Paste

☐ Handpiece

☐ In-Fluoride

☐ Take-Home Fluoride

☐ Pit & Fissure Sealant

☐ Hand Instruments

☐ Periodontal Medicaments

☐ Toothbrushes & Dental Floss

☐ Infection Control

☐ Restoratives

☐ Disposables

☐ Practice Management Software

Do you regularly try new product samples for comparison purposes to your brand?

Are you a member of a Study Club?

Organizational Skills

Do you keep a personal calendar? (Automated or written?)

Do you routinely rank and prioritize your daily tasks?

Do you game plan important tasks, projects and activities?

Are you good at time management?

Sources:

Barbara Fredrickson, Positivity

Csikszentmihalyi, Flow

D'Antonio, John Gerzema Michael: The Athena Doctrine (2013)

<http://www.authentic happiness.sas.upenn.edu>

<http://www.pursuit-of-happiness.org>

Lyubomirsk, the How of Happiness

Martin Seligman, Learned Helplessness

Michael Pantalon, Instant Influence

Daniel H. Pink, To Sell is Human

Peter Drucker, "Managing Oneself"

Veenhoven, "Health & Happiness"