



S02 E04

GPM & LOCAL DENTAL REPS

Glide Path Management & Best Utilizing Dental Reps

What Your Local Dental Reps Can Do for You?

(as of June 2020)

- Sell their company products (*obviously!*)
- Inform you of upcoming product trends and what's popular
- Relay common problems other clinicians are having and how they're being handled
- Discuss the competition and any upcoming products the competition will release
- Sit chairside and offer support either clinically or after hours on extracted teeth
- If a rep lacks knowledge in a certain situation, they can point you in the right direction for finding the solutions, including putting you in touch with product inventors for additional assistance (*Dentsply Sirona*)
- Direct you to continuing education courses and CE coursework
- When switching products, assist with settling a large backstock and/or discounting the new products to assist with transitions
- Offer support when it comes to financial planning / per patient costs
- Balance a team environment with you and your staff