Hands-On Training in Dubai
Higher Revenue & Better Aesthetics

Tutors: Mr. Vanik Kaufmann-Jonin & Mr. Tom Huigen
Venue: InterContinental Hotel Festival City, Dubai, UAE
Target Audience: Dentists
4 CE Credits

Course Abstract
In this one-day course, we will perform a live demonstration with an actual patient. This will introduce you to the complete Twinsmile-concept, step-by-step. You will experience first-hand how to prepare your patient, your team and yourself, in order to achieve optimal smiling results. You may want to bring one patient with you who you basically can make smile. The following points will be touched upon during the session, illustrated by a demonstration with an actual patient.

By Mr. Vanik Kaufmann-Jonin, Switzerland & Mr. Tom Huigen, The Netherlands

It might sound familiar. You wrote an aesthetic treatment plan, took X-rays and possibly construct a wax-up or mock-up, after which you take out plenty of time to explain the treatment plan to the patient – only to end up with their feedback: “Thank you, I will consider it.” Why is he or she not immediately agreeing to the treatment plan? Does he or she lack trust? Is something unclear? Various reasons might ultimately lead to case denial. Contrary to what you might think, these do not include education, intellect or the price tag. Rather, the choice of undergoing dental treatment is purely an emotional one. In fact, the majority or purchase decisions are rooted in emotion. Just go back to the last time you bought a car. The one you are probably still driving. Did you buy it based on emotion, or purely based on a build-up of facts and details appealing to your intellect? Most of you will probably answer that the Emotional was an emotional one. When walking into the car dealership, we looked around and envisioned ourselves driving a particular car. We liked the thought of driving it to work, each and every day, and pictured the looks on our colleagues’ faces. The color was what we preferred, or the crisp smell of fresh, high-quality leather.

For the same reason, women spend $2,000 on a gorgeous pair of high heels. Or men opt for slick-looking $10,000 watches. Let’s not kid ourselves, these decisions are not made by our rational mind, influenced by education, intellect or an actual need for those items. We simply buy these things because of ‘want’. We want them, as they make us feel good.

Therefore, when you are spending time and effort on explaining the benefits of dentistry to your patients, it does not necessarily work when appealing to their rational minds. Instead, try to access and fuel their emotions, invoking that ‘want’—feeling amongst dentists, a case acceptance of more than 30% is already considered to be quite high. Roughly translated, this means that if you pitch your treatment plan to 10 patients, only 3 of them actually go through with it; staggering, right? What if you have already demonstrated your case planning and treatment concept has been fully integrated. Besides this, Tom is CEO of Twinsmile AG, with locations in Germany, The Netherlands, Russia, Japan, Korea and travels the world in order to share his passion and give lectures about Emotional Marketing.

Tom Huigen
Tom was born in 1984 in The Netherlands. After earning his degree in Management, Economics and Law from the Free University of Amsterdam in the Netherlands, Tom had worked for ten years as the Sales & Marketing director for the largest chain of dental laboratories in Europe.

In this function, he was responsible for relationship management with 2,000 dental clinics. Furthermore, he has brought various new and innovative products to market, including the intra and scanners. Since 2015, he has been running a high-successful multi-specialty dental center in The Netherlands, alongside a group of dentists, in the practice, everything revolves around the patient, and the Twin-smile concept has been fully integrated. Besides this, Tom is CEO of Twinsmile AG, with locations in Germany, The Netherlands, Russia, Japan, Korea and travels the world in order to share his passion and give lectures about Emotional Marketing.

Vanik Kaufmann-Jonin
He grew up in Switzerland, in a city close to Basel, where he went to school and received his training in order to become a certified dental technician. During this training period, he spent one year in the United States, learning the skills of marketing. Upon his return to Switzerland, he started working for the Vita Company.

At that time, he was the youngest ceramic demonstrator in the world—teaching ceramic courses all over the world. Currently, he owns a state-of-the-art dental laboratory close to Basel, which he founded in 1990. This lab covers all aspects of modern dentistry. Various dental companies use his lab for testing new dental materials, mostly because of Vanik’s knack for research and development of new techniques. Amongst others, he is named as one of the pioneers of the 3D-CAD/CAM systems for dental labs. Besides the activities in his own laboratory, Vanik has taught at the master technicians school in Switzerland and at the University of Constance in Germany. Over the last few years, he has been teaching dentists how to achieve high quality restorations using chair-side units. He has published a book on this topic and wrote many articles for various dental magazines around the world. He is a well-known speaker in major symposiums. Vanik is the R&D manager of Twinsmile AG. In this role, he hosts lectures and workshops with Tom Huigen.

Increase Dental Happiness
More patients & improved aesthetics

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