“Whatever you need... whenever you want it.”

Every Dentist tries to forward plan for their patients needs but on occasion’s unexpected or uncommon treatments and products are required, and when items need replacing, you require an accurate and prompt service. No matter how unusual or specialised the item, The Dental Directory’s customer service team will simply ask “How many do you need?” and “How about tomorrow for free delivery?”

The Dental Directory is the industry’s premier one-stop-shop, a true dental hypermarket carrying an immense range of products for GDPs. During a typical working day nearly 150,000 items, from state of the art x-ray imaging equipment to routine reorders for gloves or disinfectant, leave the warehouse for free next day delivery to practices nationwide.

The Dental Directory is unmatched in its commitment to personalised customer service, which has made it the automatic, no-fuss first choice supplier for so many practices today. With a dedicated and highly trained sales team responding to an estimated 1500 calls a day, whenever a dental professional calls The Dental Directory they reach an experienced customer service team member, well-versed in the ways and means of front line dentistry.

The Dental Directory also has a nationwide team of dedicated field based representatives that are industry trained and understand the demands of dentistry. Unlike many other companies whose sales teams are paid commission and therefore tempted to overstock practices, The Dental Directory operates a territorially based, salaried sales team who constantly liaise with practices within their areas to ascertain their needs. This ensures that an independent approach is taken, alternative products are offered that will save the practice money. Steve Brown, The Dental Directory Sales Manager comments, “We form very close relationships with the practices and people we work with and trust is important in the current economic climate.”

Steve continues “We are non-commissioned and work really hard to ensure that practices have minimum stock and the lowest possible expenditure on their dental products. We are always on hand to help with product audits, to revise what products are being utilised by your dental team. We make sure that our customers have all the information about new or alternative products so they can choose the best for their practice and budgets without compromising on quality.”

The field based team is supported by a strong team of experienced professionals many of whom have been with the The Dental Directory for over 20 years. This ensures you receive an unrivalled service and an excellent understanding of dentistry and dental products. Sally Slater, The Dental Directory’s Retail Sales Manager says ‘Many of my team come from a dental background and this knowledge is invaluable to our customers, often saving them time as there is no
need for frustrating explanations or for us to identify the required product. We will know what product they need first time’

On the rare occasions when a requested product is out of stock, unavailable or discontinued, a representative will offer a range of alternatives in a choice of brands, sizes, or even different colours. The Dental Directory prides itself on always having a solution on the shelf, whatever the problem may be.

Providing excellent value and an efficient ordering process are vital factors in the success of The Dental Directory. With retail dentistry remaining a competitive market even in the current economic climate, The Dental Directory customers are assured cost effective solutions with around 2,000 product promotions each month, information on several brand alternatives and an outstanding loyalty system.

In many practices, storage space is at a premium and regular re-ordering is a fact of life. The Dental Directory computer system retains account data including the customer’s order history for the previous year. This is a reliable prompt for busy clinicians focusing on patient care, and provides complete peace of mind when ordering is delegated to support staff, new team members or locums who may be unfamiliar with the practice’s regular requirements.

The Dental Directory delivery system is equally impressive and professional. All orders received before 5pm are picked, packed and made ready for free next day delivery. A bespoke delivery system is also offered enabling the practice to specify convenient dates and times (between 8am through to 6pm) to receive their goods. This service attracts no additional charge and there is no minimum order requirement. Your telephoned request is transferred to the warehouse for collation and dispatch even as you are hanging up the phone.

The Dental Directory has a well-earned reputation for reliability and individually tailored customer service; with over almost 40 years of supplying and supporting dental practices across the UK, the team is exceptionally proud of the company’s position as the market leader.

The Dental Directory’s speed of delivery is ideal for resolving clinical emergencies within the practice, and its vast inventory of products ensures that it has the answer to every supply problem. Medication and drugs for every contingency is stocked, and the warehouse includes cold storage facilities to safeguard temperature-sensitive products from temporal decay.

The Dental Directory knows that customer confidence is the key to its resounding success, and stringently monitors performance, regularly achieving a 99.8% success rate in completed orders delivered accurately and on time. It is little wonder with statistics like this that The Dental Directory is the trusted UK dental dealer of choice.

The Dental Directory has earned the trust of dental professionals and achieved the leading position in the dental supply sector through its four-decade commitment to customer service. Under today’s vigorous management team this policy is set to continue as the company expands.

For more information speak to your Dental Directory Representative or call 0800 585 586 or visit us online at dental-directory.co.uk