A wealth of experience

Sally Dawson, explains how she helps practices improve their protocols and efficiency

Sally Dawson, a Henry Schein Minerva Field Sales Consultant in the South West of England is a great believer in building positive relationships with her customers, but she doesn’t just want to be a friend to the practice, or a shoulder to lean on when the going gets tough, she wants to provide practical help that is of real value to her customers.

Sally has worked for Henry Schein Minerva for 4 years, following several years’ experience at two of the leading dental manufacturers where she learned much of the background that makes her so suitable for her current role. She came to Henry Schein Minerva to fulfil a “consultancy” role rather than a straightforward “sales” role and it is this aspect of her job that she loves so much.

Sally represents Henry Schein Minerva as a flexible, customer-focused organisation who provide excellent support mechanisms, meaning that she is always able to access the resources she needs to help solve her customers’ problems.

At the outset Sally begins work with her customers by getting to know them so she can understand their objectives and needs and admits that getting people to talk honestly and openly represents one of her biggest challenges. Henry Schein Minerva’s “Business Discovery Meeting” plays a vital role at the beginning of her relationship with a practice and provides a unique opportunity for the Principal and almost always the Practice Manager to discuss their views. By asking appropriate questions and more importantly by listening carefully to the answers Sally is able to evaluate the current position of the practice in relation to a number of different factors and devise a plan that encompasses a range of different strategies for moving forward.

One of Sally’s main considerations when working with a practice is to ensure all members of the team are well trained, motivated and understand their value and their responsibilities and the contribution they each make to the efficient running of the practice. Sally provides this service for her customers by working with the whole practice team on various aspects of training and development.

An increasingly important aspect of Sally’s job is the guidance, advice and training she is able to offer practices in terms of infection control and decontamination procedures. With the release of the new HTM 01-05 Decommissioning in Dentistry document, the requirements on practices are increasingly stringent and Sally’s wealth of dental experience is invaluable in helping practices write policies and establish protocols that meet new guidelines for “best practice”.

Aside from her knowledge on Henry Schein Minerva’s range of cross-infection hardware, Sally has organised staff training on infection control for many of her customers. However she now includes guidance on how practices need to adapt their existing environment to take account of the new guidelines and how they should “self-assess” in order to drive up standards.

“Practices are becoming increasingly reliant on environmental as well as clinical excellence - it’s not enough just to be an experienced clinician, treatment now has to be delivered in an atmosphere that patients find attractive, comfortable and safe, these factors are playing an increasingly important role in practice success.”

Sally’s reputation is built on her ability to really connect with her customers who trust her as part of their extended “team”. Her empathy with people in the practice, supported by her ability to offer pragmatic solutions, is a potent mixture from which increasing numbers of practices are benefiting.

You can take the first step to a more efficient and profitable practice by requesting a Business Discovery Meeting from Henry Schein Minerva. It will provide you with the opportunity to access a wide range of solutions, including financial audits and planning, staff training, practice retailing and much more, all tailored to the specific needs of your practice.

For more information email: me@henryschein.co.uk