It’s time to think about the bigger picture

Henry Schein Minerva helps practices look at their business from a different perspective

How do I generate more profit? How do I attract more patients and keep them? Can I get my team to work better together? These are the questions on the lips of most dental practitioners these days.

Wouldn’t it be fantastic to have a better understanding of how you could make more profit or get your practice team to perform better? Well, help is at hand and it might not be from a source you expected.

Henry Schein Minerva have some of the most experienced field sales consultants in the industry and all have been expertly trained to offer practices help and advice in all kinds of ways and on all kinds of topics including the ‘business of dentistry.’

As a field sales consultant in Yorkshire, Steve Coustol has worked for Henry Schein Minerva since 2004, although his experience in dentistry actually spans over 20 years. During this time, Steve has seen a considerable change in the way practices operate – and the demands they place on their suppliers – and has come to realise that a dentist’s main concern is not which dental products to choose, but the day-to-day running of their business and how to make it more efficient, profitable and adding value to their practice on a daily basis.

For Steve, his consultancy work has a rounded professional background and a wealth of experience perfect to help practices in all kinds of ways. He originally trained as a teacher graduating with a BEd Hons Degree and has held several teaching roles in the industry. Whilst working in financial services, Steve held the Chartered Institute of Insurers’ Financial Planning Certificates 1, 2 and 3 and, although no longer authorised to give financial advice, the knowledge he has proved invaluable, giving him a solid grounding in this increasingly complex climate.

For Steve, the relationships he builds with his customers is vital and, obviously, to get the most from his experience, it is necessary for the practitioner to fully embrace the proposition and have confidence in him as a person. Steve’s relaxed and approachable manner allows dentists to easily express their concerns and they fully understand that he wants to look after their best interests.

He helps practitioners understand that practice management is about much more than product discounts, and he clearly sets out the options open to practice principals ‘Hopefully, the Business Discovery Meeting, subsequent plan and ground work with a large number and variety of practices is testament to the success of this approach.

‘Once a dentist tries some of our business ideas and is successful they want to continue. If I can help my customers become more successful then I can be more successful and they want to work with me and so it goes on. We all gain experience and knowledge and that helps us in the future. It’s a real partnership.’

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