Attention to detail can turn an average dental practice into an outstanding dental practice from the patients' perspective.

Ask any retailer from ASDA to Agent Provocateur and they will confirm that one of the principal key drivers in retailing success is getting the detail correct. From the opening hour's signage to credit card processing, from the team's uniform to the vernacular sales assistants use when speaking to customers: it all conspires to generate a successful purchase.

As customers, we are continually collecting and simultaneously evaluating information. We are searching for clues that either reinforce our buying motivation or, just as critically, reduce it. Curiously, we often experience a huge sigh of relief when we discover that the retailer is not living up to our perceived understanding of their proposition. The sense of relief is driven by the fact we can stop processing the vast amount of multi-level information (sight, sound or scent) we are being hit with and simply accept the fact that this particular retailer is not right for us. We are quite pleased to move on.

How many times have you been motivated by a real need, marketing, or simply opportunity and entered a new retail environment with an expectation that has been shattered in a matter of seconds by a dirty or foul smelling environment, slovenly staff, poor lighting, or perhaps vast amounts of threatening signage? These are the obvious conditioners to our perception of the retailer and will have a massive impact on buyer behaviour. However, in all honesty, these types of problems belong to a retailing world of the 1970's and thankfully these types of conditions would be most unusual to come across today. The conditioners that affect buyer behaviour today tend to be subtler.

**Typical Conditioners**
- The location of the unit: next door to an Indian takeaway as opposed to next door to Boots
- Signage and packaging: how well does the signage communicate the retailer's core proposition to its target customers? Do customers understand what is being sold?
- The welcome: how easy is it to find the entrance and how welcoming is it? What are you presented with first in terms of smell? Many supermarkets pump a chemical into their air management system that makes the air smell of baking bread, which research tells us makes us hungry (hungry shoppers buy more) or the universal fact that every supermarket's first aisle is fresh fruit and vegetables, designed to communicate a halo of goodness and freshness over the entire 65,000 different products that are sold in a typical large supermarket
- What can you hear? Have you ever sat in a hotel dining room and listened to some screeching female vocalist belt out a love song in an extreme American accent whilst you are trying to eat breakfast? It's incongruous, but worse it really spoils breakfast. Or how about PA systems operators in regional

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**Money Matters**

**Dental Tribune United Kingdom Edition - June 15-19, 2011**

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**Airports?**

So how does this detail translate to the world of dentistry?

Are dentists indeed retailers? Is it important? The accepted view is that UK dentists are becoming very retail-savvy.

There are countless examples of the so-called 'dental spa' with some un-dental type names being embraced by EMS.

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The inventor of the Original Piezot Method has won another battle against the destruction of tissue when dental implants are performed. The magic word is dual cooling – instrument cooling from the inside and outside together with simultaneous debris evacuation and efficient surgical preparations in the maxilla.

**Cooling Heals**

A unique spiral design and internal irrigation prevent the instrument's temperature from rising during the surgical procedure. These features combine effectively to promote excellent regeneration of the bone tissue.

EMS Swiss Instruments Surgery MB4, MB5 and MB6 are diamond-coated cylindrical instruments for secondary surgical preparation (MB4, MB5) and final osteotomy (MB6). A spiral design combined with innovative dual cooling makes these instruments unique in implant dentistry.

**Control Saves**

Effective instrument control fosters atraumatic implant preparation and minimizes any potential damage to the bone tissue.

**Precision Reassures**

Selective cutting represents virtually no risk of damage to soft tissue (membranes, nerves, blood vessels, etc.). An optimum view of the operative site and minimal bleeding thanks to cavitation (hemostatic effect!) further enhance efficacy.

The new EMS Swiss Instruments Surgery stand for unequaled Swiss precision and innovation for the benefit of dental practitioners and patients alike – the very philosophy embraced by EMS.

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**About the author**

Jonathan Fine is Director of Marketing at Breathe Business and has built a strong reputation as a strategic marketing expert through many years of high-level achievement. For more information, contact Breathe Business on 0161 259 2500 or email: info@nowbreathe.co.uk

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