Do Not Underestimate the Influence of Hygienists, Assistants and Practice Managers at Dental Tradeshows

*By Jefferson Davis, Competitive Edge*

If you are serious about growing your business in the dental market, you need to make sure your booth staff is not making one of the biggest, and unfortunately all too common mistakes we see on tradeshow floors.

It’s like the old joke that begins with, “Two hygienists and an assistant walk into a bar... err, booth...” However, this is not a joke because it is happening more often than we care to admit.

When a dental practice is looking to change a supplier, add or upgrade technology, or make any form of change to the practice management and patient care part of the business, the evaluation and decision to make the change is typically based on input from the entire dental team.

In almost every purchase that is not a commodity/transactional based purchase, people play different buying roles, including users, specifiers, influencers, and decision-makers.

I can tell you firsthand, when we were introducing and marketing intraoral cameras to the dental industry, hygienists and dental assistants played a significant role in the evaluation and making recommendations to the dentist(s) and/or the practice manager.

In fact, I can’t tell you the number of times we had hygienists and dental assistants enter our booth, look at intraoral cameras, and get so excited about the possibilities that they would literally go and bring the dentist back to our booth for a demo. During our peak, we were writing well over $1 million in orders on tradeshow floors for intraoral cameras.

Please inform your booth staff to treat every dental professional who enters your booth as if they are the one who would make the final decision about your product or services. Make no judgments about anyone based on their appearance, their gender, their age, how they are addressed, or anything else!

Smile. Greet them enthusiastically. Exchange names without reading their name off the badge. Ask them what prompted them to visit your booth. Listen carefully to them. Answer their questions directly and honestly.

Give everyone who visits your booth that tender loving care we all want and need. You’ll end up making a strong impression that may ultimately lead to a new customer.

*Jefferson Davis, President of Competitive Edge* is North America’s leading exhibiting productivity expert. Since 1991, his results-focused, process-based approach to addressing critical exhibiting success factors has helped clients generate over $800 million in combined exhibiting results. Jefferson provides highly intensive exhibit consulting and training services guaranteed to deliver results.

For a no-obligation discovery meeting, [schedule a 30-minute meeting here.](#)