



Brighten Your Profit Margin With Increased Teeth Whitening Sales

December 4, 2017

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The popularity of teeth whitening has been steadily increasing for more than a decade, and it continues to be the most-requested treatment in cosmetic dental offices. Yet, it can be difficult to tap into this lucrative market. Many dentists worry about offending patients, or sounding like they are upselling. So, how do you start a conversation about whitening? Here are four simple techniques that get results.

Get patients to start the conversation

If your marketing plan focuses solely on acquiring new patients, then you are missing out. Informing current patients about new procedures is equally important. Promote teeth whitening in your newsletter, on your website, and social media. Be sure to include dazzling images and attention-catching text, along with some basic information. Encourage people to ask about the procedure at their next visit.

Offer a deal they can't refuse

Lifetime whitening programs are a great win-win solution for your practice and the patient. These programs are simple. Typically, the patient purchases trays and then your practice provides free whitening gel at every hygiene appointment. While the whitening itself is not profitable in this arrangement, it is a surprisingly effective incentive for patients to keep their scheduled appointments.

Don't tell them, show them

One of the best sales tools for whitening is a simple shade guide. Rather than treating it as a whitening sales pitch, simply incorporate it into your new patient exams and checkups. Just as you monitor many aspects of patients' oral health; simply add tooth color to the list. Be sure to show the patient where his or her teeth fall within the guide. You can also point out what shade whitening would likely achieve. However, many people will ask how they can move up the scale before you even get a chance to mention it.

Make it a team effort

Whitening is one of the easiest procedures to sell. Get everyone in your office on board. For example, the receptionist can inform people about this option when they call to schedule an appointment. The hygienist can mention this option when discussing oral health maintenance. Make sure that all staff members are educated about types of whitening you offer, and provide them with talking points. Whitening is an excellent starting point for patients who are interested in cosmetic dentistry, yet hesitant. Since there is no tooth alteration, they do not feel like they are committing to permanent changes.

About the Author

Naren Arulrajah is President and CEO of Ekwa Marketing, a complete internet marketing company that focuses on SEO, social media, marketing education, and the online reputations of dentists. With a team of 180+ full time marketers, www.ekwa.com helps dentists who know where they want to go, get there by dominating their market and growing their business significantly year after year. If you have questions about marketing your practice online, call 855-598-3320 to speak one-on-one with Naren.