

specialists in dental technology

# dencraft Newsletter



## Etkon Cad-Cam Substructures Now Available

The advent and development of CAD/CAM technology has been significant over the past few years, opening many opportunities for dentistry and allowing laboratories to push the boundaries giving clinicians the aesthetics and function they demand. Dencraft is pleased to announce the latest addition to its services and resources the etkon system by Straumann. This exciting innovation heralds a new era in CAD/CAM technology enabling day to day crown and bridge solutions as well as implant solutions to be three-dimensionally modeled with the aid of advanced computer technology. Aesthetics and marginal fit are fundamental to successful restorative dentistry and etkon is remarkable in delivering an unbeatable level of performance. The revolutionary 3D laser-driven etkon es1 Scanner, scans 28,000 points per second, this digital information is then processed by the state-of-the-art etkon milling centre, delivering accurate restorations with ease.

The restorative possibilities with the etkon CAD/CAM system are endless, producing a range of temporary and final restorations from single tooth inlays to 16-unit solutions in a wide range of biocompatible, durable and aesthetic materials Aluminum, Zerion (Zirconia), Ticon (Titanium), Coron alloy, polycon (Burn out plastic for casting), Polymide (Fibre reinforced resin). Backed up with a 5 year manufacturers guarantee for the core etkon is unless otherwise specified by the clinician now Dencrafts default choice of product for Alumina & Zirconia restorations

If you would like to know more about etkon or to arrange a in Lab demo contact **Jason** on **0114 2580011**

### Dencraft Advice Line

Do you have questions about Crown, Bridge, & Implant work?

Could our resident agony Aunts AKA Steve & Donna who work under the guise of Dental Technicians help?

If so please either email your questions to [info@dencraftuk.com](mailto:info@dencraftuk.com) or speak direct on our agony aunt hot line: **0114 2580011**.

### Committed to Team Work

As Part of its commitment to Dental Team Work Dencraft is currently facilitating three Study Groups from the Sheffield Area including the recently formed Dental Managers Group. For More information on the study groups and next meeting dates please contact Jason on: **0114 2580011**

Please Help to keep Costs Down return Green Trays, and Denar Plates to the Lab for Recycling

**Skillbond**  
DENTAL TECHNOLOGY YOU CAN TRUST

## Change your Mindset to Create WIN –WIN

I recently asked this question at a recent presentation I was delivering to over 300 people from the Dental Profession. "How many people here are in Sales?" Only a few hands went up, maybe less than 10%. So why is it only a few hands went up? And currently how do you feel about selling?

Many studies have been done about what makes a person successful. In fact, here is a simple exercise to do. Think about a person who you know who is successful in Dentistry and develop a list of all the skills, attitudes and attributes that person has. Once you have done this, list them into Skills, Attitudes and Product Knowledge. I bet on the list there are many skills such as, good communication and listening skills, and the ability to build empathy with the patient. On the attitudes side, are there things like positivity and enthusiasm? Have you also got Product Knowledge? On occasion, when I have a discussion with a dentist the technical skills are often left out. Although important and vital, Technical Skills of doing the job, only usually account for about 10-15% of a person's success and without good Communication Skills the ability to build empathy and be able to gain Patient Commitment, you might never be able to put into practice your Technical ability.

### **What is the Definition of Sales?**

A dictionary definition will tell you that it is to exchange goods and services for money or kind to convince of value.

There is nothing in the definition that states that it is about pushing people or forcing people into decisions. Let us look at another key word here - the word Value. I think value is about finding out what true value is to the other person in their context, or in other words their situation. So what about changing your mind set from one of selling, or pushing to:

- Finding out what the patient thinks is value (wants and needs)
- You showing them how you can satisfy them
- When he believes you can, that person will probably buy

It really isn't about selling it is about being the provider of significant value. To do this effectively and to be successful in Dentistry you have to be able to talk to people and find out what they want and need, listen well and check back that you understand and then provide them with a Solution that they understand and can benefit. Once you can do this then people will buy and only then.

So think about how you can change your mind set. Look inside yourself and ask what is stopping you. If you think you provide significant value to patients then why not give more patients the opportunity to have more of the same services. when done right, both parties benefit.

Ashley Latter is a Business Coach and has delivered the Ethical Sales and Communication Programme to over 3200 dentists, nurses, hygienists, and Practice Managers. He is delivering the programme all over the U.K. in 2008 and for dates and locations please visit his web site [www.thesellingcoach.com](http://www.thesellingcoach.com) or email [ashley@thesellingcoach.com](mailto:ashley@thesellingcoach.com)

## Classified Ad's

### **For Sale: - Cynovad Shade Scanner**

Excellent condition was £3000 when purchase new **accept £2000 o.n.o** Contact Jason or Steve on 0114 2580011

**Yorkshire Imaging – CT Scanning facilities:** Scanning & Planning for Nobel guide or Simplant, General 3D viewing, TMJ Imaging, root Canal Morphology, Cephalometric Analysis, OMFS Planning. **Prices from £150.** Contact Dr Ibrahim Hussain B.D.S Phone: 07507507507 or email: [Yorkshireimaging@hotmail.co.uk](mailto:Yorkshireimaging@hotmail.co.uk)

**Crown & Shade Workshops:** Contact Steve On: **0114 2580011** for more information

Technician of the year Steve Osgathorpe is currently running two workshops from Dencraft.

- Understanding Crowns
- Shade Taking

The cost of the workshops is £150 for up to 10 delegates Inc a buffet lunch. (2 x Hours Non Verifiable CPD)

**Portugal Villa for Hire:** Phone Alison on: **07976729478** or email [alisonosgathorpe@dencraftuk.com](mailto:alisonosgathorpe@dencraftuk.com)

A CASA de SONHOS.(House of Dreams) a modern, lavishly furnished Villa with Pool that sleeps up to 6.

Approximately 10km from Lagos in the Western Algarve on the EN125, the Villa is within an easy 40-min car drive from Faro airport on the new A22 Motorway the other closest airports are Seville and Lisbon, both a 2.5 Hr Drive.

The Villa, set within the unspoilt Western Algarve, is within walking distance of the beautiful idyllic fishing village of Burgau. A ten-minute drive either way on the N125 brings you to the Parque de Floresta and Boavista golf courses.