

# MARKET YOUR OFFICE

## USING THE DEMAND FOR WHITENING



### REFERRALS

#### WORD OF MOUTH ADVERTISING

Your patients will be thrilled when they receive a give-away that has value to them. They will share their experience with friends and family who will be more likely to seek out your services. Taking on just 4 new patients out of 100 kits will result in a very quick return on investment.



### REDUCE CANCELLATIONS

#### REDUCE LOSS OF INCOME

When notifying your patients of their next appointment, remind them to ask for a complimentary whitening kit for being 10 minutes early. The reward helps create loyal patients and reduces the loss of income from cancellations and no shows.



### INCREASE RE-BOOKINGS

#### BOOK MORE APPOINTMENTS

Many patients do not want to commit to their next appointment. After cleaning, simply guide the patient to go to the front desk and have them book their next appointment to receive a complimentary whitening kit.



### APPRECIATION

#### IMPROVE RETENTION

Statistics show that 85% of people surveyed want whiter teeth. Offering a whitening kit after cleanings will encourage multiple visits to the office to receive their next kit and will result in maximum billings to their insurance plans.



### UPSELL

#### CUSTOM MOUTH TRAYS

We offer one of the best pre-fabricated one size fits all mouth trays, however, it will never compare to a custom moulded tray. Inform your patients that for better results, you sell custom trays and this as a gateway to increase your revenue.



### SOCIAL MEDIA

#### GENERATE ONLINE REFERRALS

Social media is a powerful way to attract new patients. Place a sign in your waiting area asking your patients to interact with your social media accounts (check in, like, tweet, etc.) to receive a complementary whitening kit. Most social media users have a large following of friends and family. When you receive online support from your patients, this makes your practice more attractive to any of their friends or family who are looking for a new dentist.



### ONLINE REVIEWS

#### INCREASE ONLINE PRESENCE

More and more patients are going online to search for their new dentist and reading through reviews about the office and its staff. Place a sign in your waiting area guiding your patient to placing an online review and reward them by offering a complimentary whitening kit. An increase in reviews will not only help boost your online presence, but also draw in new patients.

#### US OFFICE

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