

Client Background

The Invisalign product has revolutionised orthodontistry, offering an alternative product to braces to align teeth. The product is a clear retainer that is discreet and realigns teeth quickly and painlessly. It's ideal for adults who are self-conscious about their teeth and wearing braces.

Problems and Challenges

- Low awareness of the product and where to get it
- Traditional braces monopolised the cosmetic orthodontics market
- Orthodontists were failing to recommend and sell the product to suitable candidates
- After six years in the market, they had very few sales.

The Brief/Objectives

Work with Invisalign to diagnose and rectify the sales problem.

Discover Performance Solution

Research:

- Interviewed Invisalign sales representatives, orthodontists and possible product candidates
- Investigated the sales strategies of competing products such as surgical options and braces
- Researched the context in which the product was sold.

From the research, it was evident that there was a desire for the product and the Invisalign sales team had been doing all the right things. The problem lay with the orthodontists and their lack of confidence in presenting a sales pitch to potential candidates.

Delivery:

Discover Performance worked closely with Invisalign to market the product and place advertising to create awareness. We then shifted our focus to the orthodontists.

The objective: To have orthodontists conduct product presentation and information sessions in their surgeries.

To do this we:

- Advertised each of the information sessions
- Trained the orthodontists to present the product in an upbeat way, focusing on patient outcomes and the product advantages
- Developed presentation kits for orthodontists, including a pre-written speech, visuals, music to play as attendees arrive, information packs for guests to take home and a PowerPoint presentation
- Coached the orthodontists on how to present, how to remain calm, confident and influence their audiences
- Coached orthodontists on making effective sales presentations that included how to:
 - Deal with difficult questions
 - Answer all questions effectively, and
 - Follow up with attendees.
- Receptionists and orthodontists' assistants wore the Invisalign product during the presentations
- Past and present patients who were using Invisalign attended the presentations and to provide testimonials and answer questions.

Results:

- Sales increased by 300% in just one year
- The Discover Performance "Train the Trainer" concept is now being used by Invisalign internationally
- Demand for the product and Invisalign were in a position where they could raise the price of their products.

Words From the Client

"My practice is now 100% Invisalign as a result of this help with marketing. Previously I thought I was a dentist now I am a presenter. It was brilliant."

-Dr Gullotta