



## Tips to make Venus White successful in your practice

Get the most out of whitening – consistently implement these tactics to ensure your practice gains the maximum benefit.



*Read all of the provided information, instructions and marketing support tools.*

This will help you answer patient questions and offer value.



*Motivate and train your entire team.*

Familiarize your team with the Venus White information and marketing materials. Schedule a Lunch-and-Learn with your Kulzer Representative to review Venus White products.



*Set and track goals for the team.*

Set realistic and attainable goals for your practice that you can discuss, plan and track with your team. Try utilizing a contest or incentive plan to get everyone excited and give team members a place to share their ideas.



*Display Venus White patient marketing materials.*

Plant the seed and get your patients thinking about whitening: display our window cling, poster and brochures and add Venus White banners to your practice website.



*Utilize your various patient communications.*

Announce you're offering Venus White in your practice newsletter. Customize our patient letter or email text to send to your entire patient base (and ask them to forward your email to friends and family!) Keep whitening top-of-mind by including Venus White statement stuffers in patient mailings.



*Reach beyond your own patient base.*

Many regions have bridal magazines or “welcome to the area” flyers where local businesses can advertise. You could feature a special whitening offer to attract new customers such as: *Receive 50% off Venus White Professional Teeth Whitening with a new patient exam!*



*Take the patient's shade at every appointment.*

Taking the patient's shade at every appointment has proven effective in increasing whitening cases and promoting compliance. You can even have the patient take his or her own tooth shade.



*Use and document smile assessments.*

Smile assessments are a great way to identify which patients are the best candidates for whitening and oral care solutions, and help you start the conversation. Make these assessments a part of your new patient paperwork, and revisit them at later appointments.



*Identify patients who are whitening candidates.*

Based on smile assessment responses or information patients relay during appointments, take a few minutes during recare appointments to educate patients about Venus White. Also, include whitening as a component of every restorative treatment presentation.

Get these resources and customize your own marketing materials at [KulzerMarketingsolutions.com](http://KulzerMarketingsolutions.com)

## Consider this...

If you sell the following each month:

- 2 Venus White Max (in-office whitening treatments) @ \$600 each
- 10 Venus White Pro (take-home whitening used with custom trays) @ \$400 each
- 10 Venus White Ultra (pre-filled, disposable whitening trays) @ \$45 each (No chair time = 100% profit)



Plus, a percentage of every sale of Venus White is donated to help support life saving breast cancer research!

