



## The Challenge

Several market forces are reshaping the dental products industry: manufacturer and supplier consolidations, changes in customer operations and requirements, the effects of industry maturity, and, to some extent, managed care. At the same time, on the business side of the dental profession, buying processes are becoming increasingly sophisticated and complex, demanding that vendors provide innovative solutions and services, not just products.

For Dentsply, the world leader in manufacturing and distributing dental products, this means providing its sales force with new skills and tools to meet customer demands. Some of the challenges Dentsply has identified include:

- Training the sales force for an increasingly diverse and complex product line;
- Eliminating the loss of productivity and knowledge that results from turnover in the sales force;
- Transforming the sales force from transaction- to solution-based selling, with improved customer communications; and
- Establishing each sales representative's accountability for his or her business plan, together with feedback mechanisms from the organization.

## Dentsply International: Taking a Bigger Bite of the Market

### The Solution

Relavis eBusinessStreams™ is the customer relationship management solution that Dentsply has chosen to support its new and innovative sales processes.

- **The Sales Library** provides easy access to a wealth of training materials. The sales force uses these resources to improve product knowledge, and build competency and fluency in representatives' individual sales skills.
- **Expert Q&A** quickly links the sales force with skilled technicians and other in-house professionals who provide answers and add insight into complex product issues.
- **The opportunity management system** helps sales representatives analyze, prioritize, and plan strategies around customer needs. They operate with a complete picture of a customer's business, based on this opportunity analysis and the customer's product-purchase history.

The Relavis eBusinessStreams communication and collaboration features help bridge physical and traditional barriers – sales representatives located in the field and managers located in the office can work together effectively to establish plans and provide each other with timely, constructive feedback.

### The Impact

With Relavis eBusinessStreams, Dentsply is beginning to see some significant results.

- **Accelerated training:** Dentsply anticipates a 50% reduction in the typical 18-month training curve.
- **Streamlined communication:** The sales representatives can effectively communicate to customers the company's value.
- **Enhanced sales:** Target sales objectives are being achieved.
- **Enhanced value for customers:** The company is establishing consistency and accountability in account planning, and is enthusiastic about using Relavis eBusinessStreams to achieve a solution-oriented approach to selling. This approach translates into success for Dentsply's customers.

*"Relavis has been great. They are very responsive and really work with us through the process to make sure we have a solution that meets our needs."*

– Steve Jenson, General Manager, Dentsply International's Trubyte Division



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