**Seiler Instrument & Manufacturing Co, Inc – 3D Surgical Microscope - Sales Playbook**

## Overview

* XXXXXX has the opportunity to market and sell Seiler’s new 3D surgical Microscope

## Target Market - CUSTOMERS

* Cosmetic Dentist
* Prosthodontist
* Periodontist
* General Dentist that has back/neck pain
* Endodontist
* Technology Driven Dentist

## WHAT’S OUR COMPELLING SALES STORY?

1. Story to Introduce product to the TR/ES (why is it important to the rep):

* XXXX is one of the few dealer’s to have the opportunity to sell Seiler’s new 3D Surgical Microscope
* Seiler’s 3D surgical microscope is the first 3D scope built specifically for the end user
* The 3D microscope is much easier to use than a traditional microscope. Quicker learning curve
* Seiler’s 3D scope is game changing technology, and no one else has anything like it on the market
* XXXX goal is to find the lead. Seiler has sales reps that will demonstrate the product and help close the sale.
* General Dentist and Periodontist have been seeking this technology for years. We are the first to the market with this particular 3D system design and speed.
* Other traditional microscope companies such as Global or Zeiss DO NOT have this technology.

1. Story to Introduce product to the DR:

* Seiler’s 3D surgical microscope offers all the advantages of a traditional microscopes and MORE.
* The 3D scope is the best ergonomic solution in the industry. It allows the doctor to sit in an upright position and perform true heads-up dentistry
* The 3D system comes equipped with video recording documentation
* Seiler’s 3D surgical microscope does not use a binocular head, so it is much easier to use than a traditional microscope.
* Direct Vision can be attained with the 3D scope vs traditional microscopes
* Four handed dentistry is much easier with the 3D vs the traditional microscope
* The 3D scope has six levels of magnification
* The 3D scope has a bigger field of view and depth of field than a traditional microscope
* The 3D surgical microscope can be mounted in any operatory with a Floor, Ceiling, Wall, or High-Wall option.

1. Story for the TR/ES to handle objections from the Dr.:
2. I see fine with my loupes. Answer: Loupes are great, and we encourage you to keep them when needed. However, the 3D surgical microscope will allow you to sit in a perfect ergonomic position. You will have a range of magnification from 2x – 18x. The 3D scope will allow you to stream live video, record and take single shot images without interrupting your workflow. The 3D scope will allow you to educate your patients seamlessly.
3. I have a microscope already. Answer: That is great. How often do you use it? Typically, they will use it for endo cases only. The 3D was built not only for endodontists but the general dentist. The 3D surgical microscope is extremely easy to use. The dentist can use direct vision on the 3D scope where the microscope is limited. The 3D automatically comes equipped with video documentation. The 3D scope has better ergonomics than a traditional microscope. The traditional microscope is better than loupes, but you are sitting in a static position. The 3D allows the end user to sit in a comfortable and stress free position.
4. $39, 995 is expensive. Answer: This is the most competitively priced 3D surgical microscope on the market. We have no latency, 60 Frames per second, Full HD, video documentation, six steps of magnification, plus a two year warranty. Olympus has a similar product named the Orbeye which runs about 200k. We have specifically built this 3D scope for the dental market. The monitor is positioned directly in front of the dentist, so no matter where you move or turn your body you can position the monitor and scope in a perfect ergonomic position. The 3D scope will allow you to continue to practice for many years as it will help save your back/neck, so the ROI is priceless. The price is comparable to a traditional microscope with accessories such as video/digital, extender, and a variofocus. The 3D surgical microscope has all of these “accessories” built-in the system. It is one price only. There are no more accessories to buy.
5. What questions should the TR/ES be asking:
6. Please tell me about your magnification needs?
7. Why did you decide to buy a microscope? (If they have one)
8. What have you heard of 3D magnification in dentistry?
9. What do you use for video/digital documentation?
10. What magnification are your loupes? (Anything over 3.5x, the doctor likes magnification and is a better candidate)
11. Have you ever looked at dental microscopes in the past?
12. Story for TR/ES to close the sale. Seiler is a 76 year old USA company. Seiler has Independent Sales Reps throughout the country and we will bring a scope out to the doctor to trial the 3D system. We are offering virtual demonstrations at this time from our corporate office and will answer all questions the doctor may have at that time. Seiler has partnered with Dentists across the nation to participate in a full day of training if you purchase the 3D scope. Seiler offers FREE Live ZOOM trainings on the 3D microscope throughout the year.

THINGS TO KNOW:

* 2 Year Warranty. We do offer an extended 3 year warranty at $4,995 for a total of 5 years. Push the warranty. Total 5 years.
* Delivery time = 10-14 business days after receiving the PO
* Learning Curve is about 30 days.
* Comes with FREE training which the doctor will go to another dentist office and spend 6 hours for hands-on training.

## product insights (incLudes Features and benefits)

**Experience Dentistry in True 3D**

• No binocular head

• True heads-up dental display for better ergonomics

• Depth of field greater than 51mm

• Field of view wider than 110mm

• Rotate optical pod while keeping ergonomic posture

• Additional 2D and 3D outputs

• Integrated HD video capture and recording system

• VarioFocus 198mm – 455mm objective lens

• Available mounts: floor, fixed floor, ceiling, high wall and wall

• Seamless four-handed dentistry

• Unobstructed peripheral vision

• 60 Frames per second with no latency

• Smaller learning curve

• Quicker procedures

• Improved patient awareness and rapport

• Wonderful comfort, with freedom of movement and less eye fatigue

## Service/Installation (if appicable)

Seiler’s sales representatives will install floor models. XXXXX or the doctor will be responsible to mount the wall, ceiling, and/or high wall in the doctor’s office. Seiler sales representatives will place the actual 3D product on the brackets after installation is finished.