



SOTIRIS KARAGIANNIS

THE SCENARIO

You are selling high precision medical equipment for dentists. Your company is state-of-the-art in new technologies incorporating AI and your product will give your clients an advantage not only to offer their patients the best medical care –who’s not afraid of going to the dentist? 😊 - but also, to give their patients a complete profile of their condition, post-treatment care and other very useful information that can help them prevent future problems with the hygiene of their teeth.

This is a new product and you are proud of it as it can help you reach your sales targets and also stand out from competition. However, in your region your clients are not early adopters but prefer to be followers. On the other hand, you have to meet your sales targets of the quarter and you are behind-your next sales meeting with your boss is close and you have to show some progress.

REQUIRED

You are preparing for your next visit with a dentist in your region. The dentist is an experienced doctor and well-known in his area. However, he is not convinced easily as he seems to be a very analytical person and at the same time not one who is keen on trying new technologies first.

Please answer the following questions:

What would be your **sales strategy** with this client?

What would be your **SMART objective**?

What **questions** will you ask to uncover your **client’s needs**?

What would be your **client’s objections** and how will you deal with them?

How will you deal with an **analytical personality** like your client?

You are an **entirely different person** and don’t like too much detail.

ATTENTION

Please be precise and focused on your sales objective.

Your answer must be between 600-750 words in length.

Type YOUR case study solution in the registration form, do not send separate e-mail.

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