



Ethical Dental Sales: How to Increase Revenue Without Compromising Your Integrity

Strategic Success. Delivered.

The Version of Sales Training That Doesn't Work

Push the bigger plan. Create urgency. Close before the patient walks out the door.

That isn't what actually grows a practice long term.

What “Ethical” Actually Means

Not persuading patients to buy dentistry.

Helping suitable patients understand their options well enough to decide for themselves.

Understanding Before Explaining

Dr Sagar Shah rebuilt his consultations around active listening, understanding what patients wanted before presenting anything.

Working week: 6 days to 3.5. Income up. Case acceptance improved.

Believing in the Value Yourself

Dr Shreyas Mhatre went from hesitantly presenting £3k to £5k plans to confidently recommending £18k plans.

“I believe in the value and I see the results.”

Why Pressure-Based Selling Backfires

Short-term pressure rarely holds up over a year

Rushed patients cancel, refund, or don't come back

Reputation compounds quietly, the same way trust does

Five Questions Worth Asking Your Team

Who owns the first enquiry, and how fast do they respond

How does the team discover what matters to this patient

How are fees and finance actually explained

Who follows up with patients who need time

How is acceptance actually measured

Revenue and Integrity Are Not Competing Goals

Practices that grow steadily are the ones where patients trust the recommendation and understand the reasoning.

Nobody in that room feels sold something they didn't need.

Understanding Converts Better Than Pressure

Dr Philip McCauley's practice, built on systemised, non-pressured communication.

Case acceptance above 95%.

Where This Leaves Your Practice

Understand before you explain

Believe in the value before you recommend it

Follow up properly instead of pushing harder

Build a system your whole team can trust



Grow Revenue Without the Discomfort of Pressure Tactics

Book a call with our associate coaching team:
form.typeform.com/to/wTr7W0Hx

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