

SAVING TIME AND MONEY WITH THE DENTAL DIRECTORY



As the UK's largest full service dental dealer, The Dental Directory has acquired an unrivalled reputation for excellence. However, its service extends far beyond that of a simple product supplier, as Dr Rahul Doshi of The Perfect Smile Studios explains



Rahul Doshi

Dr Rahul Doshi first worked with DD as an associate. “My principal said at the time that they were an excellent company with which to do business and from my point of view that certainly seemed to be true. Because of my previous experience, I immediately engaged the services of The Dental Directory when I opened my own practice in 1994 and they were as helpful as ever, even providing a ‘patient education’ leaflet for me to use in my practice. Over the years I have built up an extremely strong bond with the company and I trust both the business as a whole, and the individual staff with whom I’ve worked.”

Dr Doshi now owns The Perfect Smile Studios in Hertford with partner Dr Bhavna Doshi. The practice is state of the art, offering many specialist treatments such as laser dentistry and has been featured on the television programme *Extreme Makeover* and across much of the media. Dr Doshi also has an onsite training institute, offering a range of courses.

Running such a busy practice and training institute meant Dr Doshi needed to streamline accounting procedures, so it made sense to switch to one supplier, and that of a competitor with exclusivity on one of his favourite products. However, Dr Doshi soon realised The Dental Directory’s service was unique and not offered by their competitors, as he explains:

“A few years ago I decided that, as one of the products I used regularly was supplied exclusively by a different company, I should use that

company for all my dental supplies to save having to order different things from different places. I moved away from The Dental Directory but was never entirely happy with the service I received elsewhere. The other company I used was large and soulless and I never felt that I was getting the best service. I often had difficulty getting through to them and I was even told at times that the advice I needed was beyond their capabilities. When that company lost exclusivity on the product I needed, I moved straight back to The Dental Directory.”

The Dental Directory’s personal service is thanks to its staff and the fact that all their Business Consultants are salaried and not commission driven, meaning they have only your interests at heart, as Dr Doshi agrees:

“The best thing about the service I receive from The Dental Directory is the time my Business Consultant gives me. Anthony is always happy to give me advice and help about anything and everything, from finances to product use, and he makes sure that I’m kept updated about special deals and new products. As The Dental Directory is a smaller, family run company I also feel that the staff have a more personable approach to business and it’s so easy to contact them at any time. I feel very strongly that they are working for me and not for themselves and that they truly have my best interests at heart.

“As a practitioner specialising in aesthetic dentistry, the service provided by The Dental Directory is ideal as it has a range of specialist ‘mini’ catalogues that I can turn to, instead of having to wade through one big book. My Dental Directory Business Consultant is absolutely top notch and will often introduce me to people from different companies if he thinks I might be interested in their products. Anthony has an incredible amount of industry knowledge and is always happy to give me advice on products.

“One of the best things about having someone who knows so much about dentistry on hand is that I can ask for demonstrations on how



to use new products rather than having to try and decipher page after page of product manuals. The Dental Directory works at every level of my practice and Anthony has built up a real bond with my Practice Manager, even giving talks to my staff on customer service and other useful topics.”

The Dental Directory always tries to go that extra mile for their customers and where they can be more than just their product supplier, offering them help and support to promote and excel their business.

“As an educational institute as well as a practice, my business needs to maintain a high public profile and The Dental Directory has helped facilitate this by furthering the reputation of the institute through emails and promotional material. The team really understands my business and has provided me with numerous networking opportunities over the years, even helping me get in contact with potential speakers for the courses I’m running this year.

“When colleagues ask me about The Dental Directory, the thing I really emphasise is the value they provide. It’s not just that the products are cheaper (although I know how important that is when you’re running a business); it’s the additional benefits that one receives through The Dental Directory. The service alone is worth its weight in gold, and that’s before you consider all the savings on costs. For me, time is a most precious commodity. To know that I can tell them what I need and trust them completely to get the job done, gives me extra time to devote to my staff, my patients and myself!”

For further information on The Dental Directory, call 0800 585 586 or visit dental-directory.co.uk

