



Alternative to Expensive Name Brands

Silmet Marketing Strategy for ProLine Products

In order for us to correlate our efforts and be on the same page, I wish once again to describe to you our marketing strategy based on our global sales experience.

This is how you should present Silmet and how to differ us from others

Definitions in use:

Branded Companies = (For example) Dentsply, Kerr, 3M, Shofu etc.

Generic brands = Home brands, Non global, usually “manufactured for”/not always a company name behind a product

Over the last 10 years, Branded companies segmented categories to confuse dentists and to keep prices high. Micro, universal, Nano, 5 generation, 7 generation, hydrophobic, resin modified are just examples of new terminology invented by Branded companies all in the effort of making Dentists pay more. Not necessarily securing better margins for the dealers and dental Depots.

Not all new ideas presented were proven over time clinically. Taking into consideration that over the last few years, dental offices have the same income or less, clearly those ideas in many cases are not even worth the extra cost.

Some ideas are milestones in dentistry (Single bottle bonding agent, Micro hybrid composite, improved Glass Ionomer compositions etc.) others are pure marketing gimmicks.

Branded companies allied with large distributor platforms to secure both high margins, leaving many dealers out of the game, forcing them to source on the grey market, accepting low margins and instability in having continuous supply.

If this did not reach your market yet, future will prove we were right.

This together with economy pushed dealers and others to develop generic brands offered at low prices. Dentists are presented with “garbage” which if was evaluated clinically, would prove to be poor value for money.

Dentists should not be tempted by price only and use products that have good clinical independent reviews, It is their reputation at stake.



Silmet, who is an OEM supplier to some of the branded companies, was behind the screen therefore by mistake considered generic.

40 years of experience in development and production give dentist the guaranty we deliver quality.

Silmet’s commitment to the dentist – “Evaluated products with exceptional high score at affordable price” (Prolink 4.3 best product 2015 by Dental Product Shopper, ProFil Flow 4.5 stars & ProFil 4 stars by the Dental Advisor).

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In order to guaranty dentists pay trustworthy prices we decided strategically, not to collaborate with large depots companies that are allied with the branded companies. If we did, they would have offered our line at low price, “killing” the brand by making it look generic.

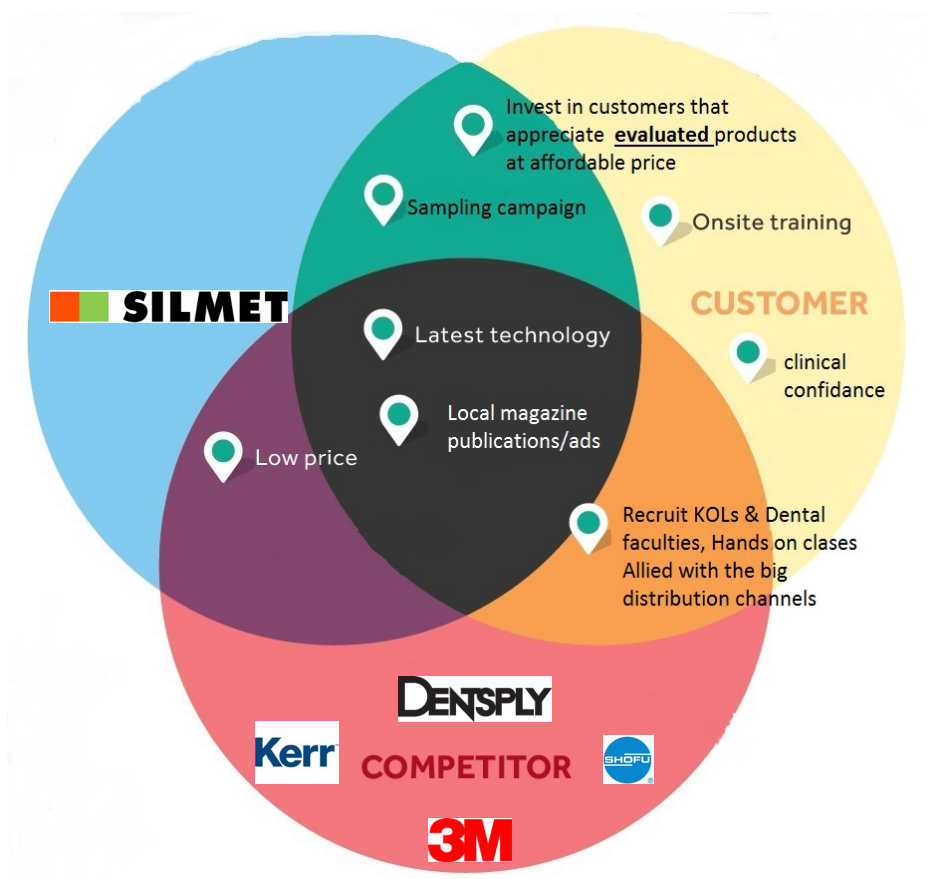
In the meantime, many independent companies have been bought by larger corporations and the number of exclusive distributors of one brand only has been shrinking very much. This trend is still ongoing.

Having exclusivity for Silmet, requires new thinking and hard work. Clearly the quality we present is a necessity but not actually a competitive advantage compare to branded. Some of the Branded companies provide value (not necessarily important) that we do not. Yet this is offered only to customers willing to pay high price or to dealers that can buy branded products directly.

Out of our experience in order to succeed in pushing Silmet in your market you need to stop doing what others are doing, stop “guessing” what will work best for us, but do what we know for sure that is correct and proved to work for Silmet in other territories in the last 2-3 years.

The following diagram shows the trio relationship between us the dentist and our competitors. The green zone is the most important part – this is our competitive advantage and why your dentists will choose buying Silmet. On the flip side, the orange zone is why dentists choose our competition.


Strategic initiatives should all be aimed to grow and strengthen our green zone while weakening our competitor’s orange zone.





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Our five “Must Do” rules for our exclusive distributors (by priority):

- The price strategy should reflect the competitive environment in your territory, yet we should not position Silmet as low as other **generic brands**, it will kill the opportunity to serve the wholesale level once others ask to carry Silmet and downgrade the quality we present.
We are an affordable alternative to Branded since we have clinical evidence to support our quality claims.
your Margins will generate the profit/cash flow required to be reinvested in the first few years to position Silmet in the market. This is what we expect from exclusive distributor and what will guaranty long-term on going growing success with Silmet
- Based on your turnover with us and the Ex-Factory prices we agreed on, we will do our outmost to invest and support your efforts with Sample campaign, local advertisement, local research grants and special offers throughout the year.
Our support at the beginning can be as much as 15% of your turnover based on a 2-3 year plan we will define together.
It is inevitable that dentist see the Silmet name and its product line on national magazines. We have templates that can be translated and a detailed FTP site with HR pictures for all the products. Advertising is very important and if you do wholesale make dealers show our products on their fliers (always HR pictures we can provide). Distributers most give Silmet and its products, ongoing exposure in web site, flyers and monthly specials. So should also wholesalers that carry any of our products.
- We cannot compete with **Branded companies** doing Hands on or working with local dentistry schools. This is their branded company’s backyard and with their deep pockets they will always beat us on this level. Best is letting dentist know that branded companies make them pay unnecessary extra price and that we give them opportunity to try a sample if they decide to order (try the sample and if you don’t like return the purchased product, “risk free experience”)
- sales reps should be trained to explain our strategy it will save the dentist money and will secure his reputation see the following video:
<https://youtu.be/C5p74-Bj1Zw> on 
If the retail price is not low, you can give reps better margins motivating them to do the effort of pushing a product they don’t know in favor of a known product with lower margin (incentive programs). Sales reps and dentist should be given better prices based on their turnover.
As they grow with us you should let them benefit pricewise.
- We should all use Technology to improve our service. Our web sites should be linked. We should communicate more often (please give your team our E-Mail for any technical questions).