

Stacking the odds to your advantage



Jeff Clohessy

Can you imagine, purchasing a lower cost dental chair and after 16 years, being totally satisfied with your investment in every aspect?

Low profile brand dental chairs have been in the Australia market for almost 20 years and are rewarding investors with significant cost savings and productivity.

F1 importer Mr Jeff Clohessy says, "In a market where Australians are already paying a lot more for brand name products than most dentists in the world, it is very satisfying to be in a position to offer a well established and evidenced based product with significant cost savings to the industry.

"Today, I find there's so much hype and excitement out there in sales, and many of the brochures are flashing untested and unneces-

sary new gimmicks. Brands that invest a lot of money in selling you things are possibly more interested in your purchase than in the science and stability of their product. They won't tell you everything you need to know," notes Jeff.

"The difference between making a purchase that makes the best sense and one that could cost you time, money and peace of mind is the degree to which you're vulnerable to clever sales techniques and marketing," he explains.

"There's a lot of competition for dentists' dollars," he says. "And it's only getting more intense. We used to be able to talk straight sense about our range and the brand, but these days the market is so influenced by marketing and highly paid salesmen that I don't think the dentists are getting a fair price or the chance to choose what's really right for them.

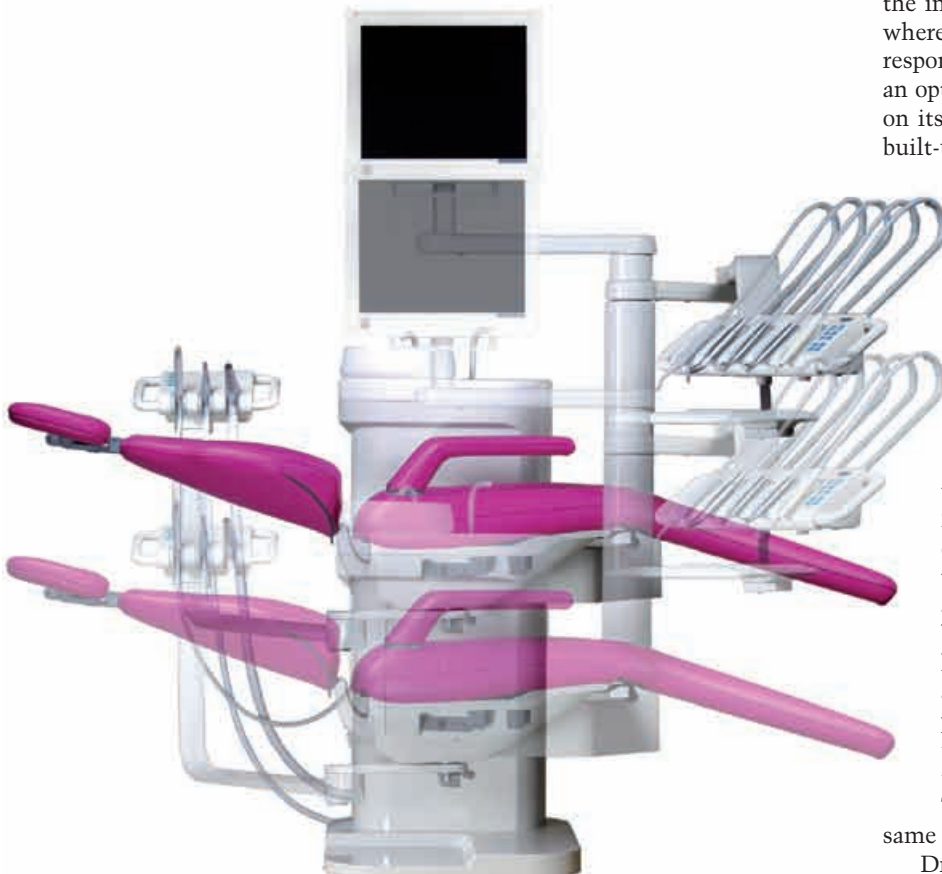
"F1 dental chairs and units are made in the inhospitable sub-arctic climate of Finland, where equipment has to last," says Jeff. "Rapid response servicing for equipment may not be an option in that icy climate so it has to stand on its own. In Australia, F1 dental units have built-up an outstanding long term evidence based record of total customer satisfaction and low maintenance.

"Marketing for F1 Fimet chairs is based on the feedback from our customer's comments and it's an irony that without the support of an army of highly paid commissioned salespeople, the brand risks being overlooked.

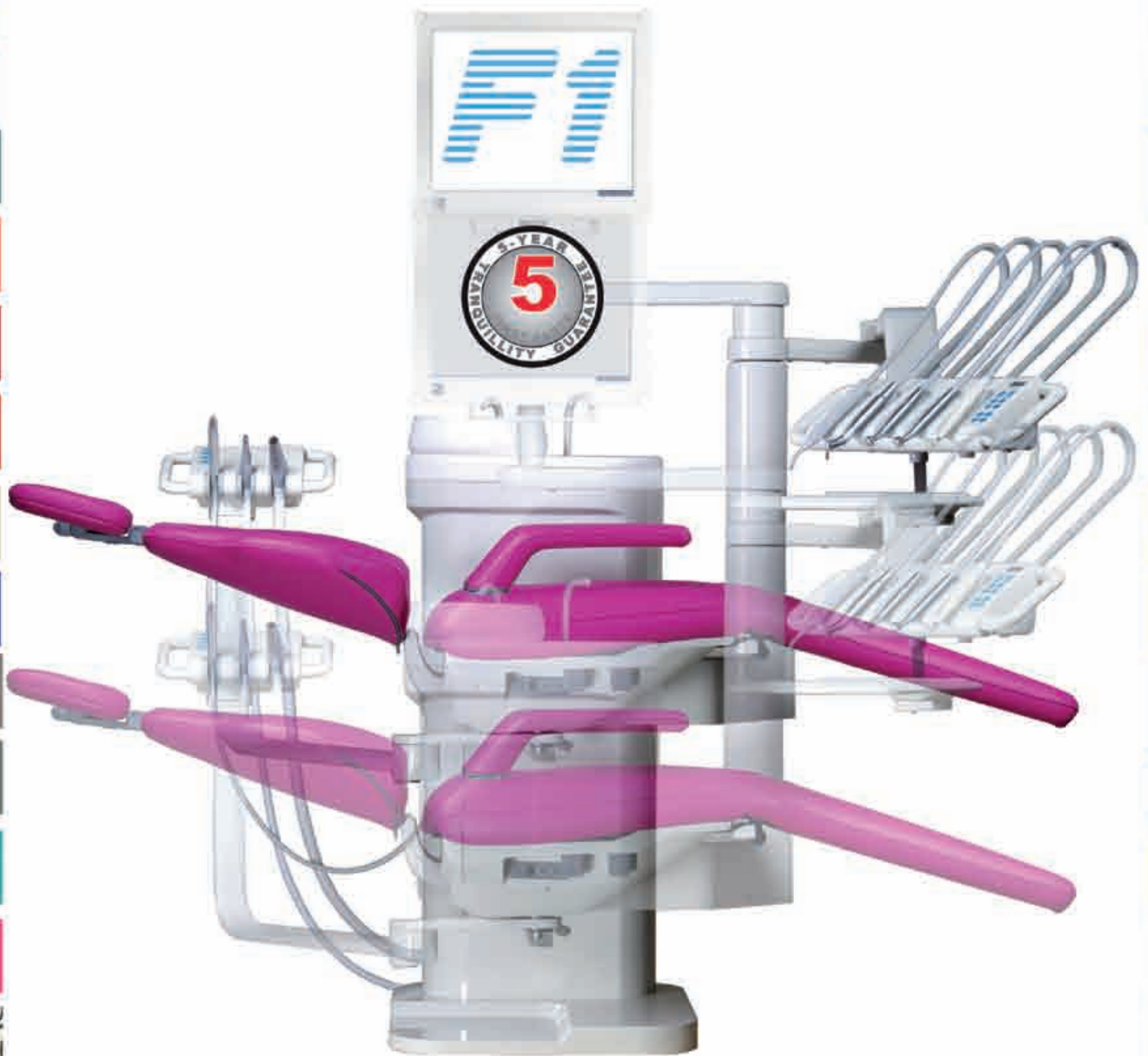
"Our marketing strategy in bypassing expensive salespeople in favour of selling direct to the end user has not changed. The strategy over 20 years has been agonisingly slow, but extremely satisfying. Our customers are very satisfied with their investment over a long period, not only in the cost savings, but also report on additional benefits in health, staff safety, office productivity and product versatility. Today, our sales philosophy in selling direct to the customer has not changed, and neither has the F1 product manufacturing processes.

The same high-tech F1 chair is still the same today as was first built in the 90's.

Dr R. Sandhu from Wanneroo has used the



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Fimet F1-e Chair since 1992 and after more than 16 years says he's still very pleased with its performance and reliability. "It still looks good and would compliment any modern day surgery," he says at www.empiredental.com.au under Case Studies.

It's great feedback, but Jeff has taken the praise a step further, offering online calculations that really bring home



the evidence that backs his own sales speak.


"Take a look," he encourages. "It's a fascinating way to measure a dental chair in real life against what you see on the brochures everywhere."

In Dr Sandhu's case, Jeff studied the 16 year working history of the Fimet chair he sold him in 1992 and sums it up like this:

Purchase Price	\$5,600
Bums on seat per year	1840
Total workload	29,440 patients
Repair and Maintenance costs	\$1000 <i>Replaced Potentiometer. Replaced lift motor gear. Replaced leg rest adjustment bar. (No loss of production - chair operative)</i>
Service care costs	Nil
16 year owner's total cost:	0.22 cents per patient (\$6,600 divided by 29,440 patients)

It's the kind of evidence that Jeff says dentists should be demanding. "Ask for 10-year photos of chairs so you can see what you're going to end up with, find out what other dentists have experienced and remember that the highest price definitely does not mean the best chair!"


In that sense, it's good news for dentists. Jeff concludes, "Evidenced based products which are competitively priced and which have documented long term customer satisfaction studies, are products worth considering. If you shop carefully and purchase for strong performance you can make significant savings." ♦



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