One Big Media Company

GOHIGHLEVEL SNAPSHOT · DENTAL PRACTICES

Dental Agency Sales Kit

Pitch, outreach, pricing and onboarding to land and keep clients in this niche.

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THE OPPORTUNITY

Selling to dental

Your buyer: A general, family or cosmetic dental practice with one or more dentists and a hygiene department, seeing a mix of insured and self-pay patients. Production depends on keeping hygiene chairs full, getting presented treatment scheduled and attracting new patients, but the front desk rarely has time to work the recall and unscheduled treatment lists.

Why they buy:

- New patient calls go to voicemail while the front desk is checking someone out
- The recall list grows every month and hygiene chairs still have open slots
- Treatment gets presented, the patient says 'let me think about it' and never schedules
- Year-end benefit reminders happen late or not at all
- Generic texting tools make it too easy to send sensitive patient information

Suggested resale pricing

Setup fee	Monthly
$1,000-$2,500	$497-$1,497

Dental practices value recall and treatment recovery highly and expect a careful, HIPAA-aware setup. Charge more when you handle the monthly list imports and report on reappointment and treatment acceptance.

Lead with recall and unscheduled treatment follow-up, since they produce scheduled appointments from patients the practice already has. Retain the practice by running the year-end benefits campaign every fall and the back-to-school campaign every summer, and report on recall and treatment acceptance monthly.

CLOSE

Pitch script

Hi Dr. [Name], quick question: how many patients on your recall list are overdue right now, and how much unscheduled treatment is sitting in your system? Most practices I talk to have plenty of both, and a front desk that doesn't have time to call through it. We set up a system that texts back every missed new-patient call, sends recall reminders automatically, follows up on unscheduled treatment and runs a year-end benefits campaign that reminds insured patients their benefits may reset in January. It's written to be HIPAA-aware, so it never asks for health details by text and never names procedures. Your team doesn't need to learn new software. We set it up, import your lists and review all the wording with you before launch. Would it be worth 15 minutes this week to see what it could add to your schedule?

Cold email

Subject: Your recall list and unscheduled treatment

Hi Dr. [Name],

Most practices have an overdue recall list and unscheduled treatment the front desk never has time to work. We help dental practices send recall reminders automatically, follow up on unscheduled treatment and run a year-end insurance benefits campaign every fall.

It runs on GoHighLevel, the copy is HIPAA-aware and we set it up for you.

Open to a 15-minute call to see if it fits your practice?

[Your name]
[Agency]

Cold SMS

Hi Dr. [Name], [Your name] with [Agency]. We help dental practices fill hygiene chairs and schedule unscheduled treatment with automatic follow-up. Open to a quick call?

Social DM

Hi Dr. [Name], great to see the care your team puts into patient education. Quick one: we help practices automate recall, unscheduled treatment and year-end benefits follow-up. Worth a chat?

DELIVER

Offers & onboarding

Offer ideas for the client

- New patient special for self-pay patients (exam, X-rays and cleaning)
- In-house membership plan for patients without insurance
- Year-end benefits push for hygiene and unscheduled treatment
- Back-to-school family checkups with after-school times
- Complimentary take-home whitening for returning patients who reappoint

Client onboarding checklist

- Collect: logo, brand colors, business hours, service area, Google review link
- Get access: domain/DNS, Google Business Profile manager, Facebook/Instagram admin
- Phone: buy or port a number, register A2P 10DLC, set up call forwarding
- Import the customer list (CSV) and tag it for the reactivation campaign
- Fill in the 20 custom values and publish the workflows
- Run a live test: submit the form, miss a call, book an appointment
- Book a 30-day results review with the client

KPIs to report monthly

- **Speed to lead**: Aim to respond to every new patient inquiry within 5 minutes during office hours
- **New patients booked**: Grow new patient visits booked each month
- **Recall reappointment**: Aim to reappoint most patients reminded by Workflow 19 within 30 days
- **Unscheduled treatment scheduled**: Track the dollar value of treatment scheduled after Workflow 07 and grow it monthly
- **Year-end benefits bookings**: Fill the November and December schedule with hygiene and treatment from the Workflow 21 list
- **Google reviews**: Aim for steady new reviews each week

General guidance only. This is not legal, tax, medical or financial advice. Results depend on your offer, market and execution.