

A race to avoid

Take a look at your service proposition and what is important to you when making a buying decision, says **Lis Hughes**

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We have all heard, or been victim, of the 'someone will always do it cheaper' model. There are few, if any, winners in this scenario and it is invariably a race to the bottom.

Every market has a range – you can buy a Hermes Birkin handbag for £29,000 (by the way, this is pre-owned) and Primark has a selection starting from £3. At a base level, they do the same thing, but clearly there must be more to it than price alone. Various reports suggest that only 18% of people base their decision on the price as the most important factor.

So, it comes down to what is important to you. Do you want it quick, cheap or of good quality? I'm sure the answer is yes to all three, but the kicker is that you can only get two. I appreciate life is not as monochrome as this, but you get the point.

Bringing it back to business, and my own world – the

The demand for 'best' over 'cheap' is growing year on year

sale of dental practices – these pillars are no less critical. So how do they translate into the search for someone to help you sell your practice?

Good quality This means having a well-trained and motivated team, providing a better-than-average working environment and proven systems and protocols to ensure a high-quality service can be consistently delivered.

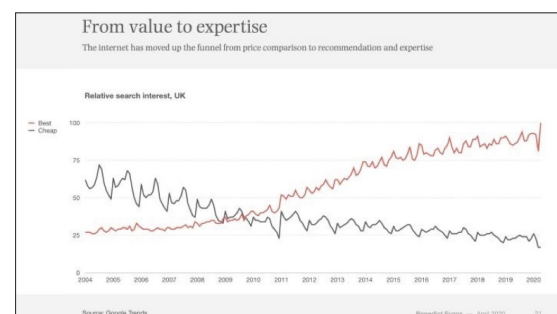
Quick Speed of delivery is very dependent on your circumstances and what is being purchased. This is the element where we can all be susceptible to being unreasonable. Remember that putting someone under extreme pressure to deliver quickly can impact on quality and lead to mistakes being made.

Cheap Cheap things routinely take longer to get delivered and are not of the best quality despite what is promised. I'm sure we all know this from our own purchases over the years. There is also step down from cheap, which is a dark place – the world of free, but that is for another time.

Only the best

A Google Trends survey (shared by Benedict Evans on Twitter) on relative search interest in the UK shows that the demand for the 'best' over 'cheap' is growing year on year. This fits with only 18% prioritising price over quality and speed.

The challenge is knowing what you're getting – marketing often promises the world, but it all comes down to delivery.



The average price for a dental practice in the UK is in the region of £680,000 – this is a considerable asset. The decision-making process when engaging a sales agent to sell your practice therefore requires careful thought. As the Google Trends survey above shows, there is a shift towards quality over cheap providers.

Ultimately, we all make choices based on a variety of factors. Sometimes it is good to think about our own service proposition and what is important to us when making a buying decision.

'We are the cheapest in town' or 'we will do it for free' is an out of date offering. 'Quality' would appear to be the place to be. **D**

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