

**OVERCOMING THE OBJECTION:**

**“We are already using another provider.”**

**1. FIRST: Acknowledge and Reframe (*Don't Compete — Collaborate*)**

**GOAL:** Position us as a **supplement**, not a replacement.

**Suggested responses**

- “That’s great to hear — it sounds like your school really prioritizes dental care.”
- “Many schools we work with actually use us as an additional resource to fill gaps.”
- “We often partner alongside existing providers to reach more students.”

**2. Use the “Gap-Fill” Strategy**

**Most current providers:**

- Only offer preventive care
- Do **not** treat cavities onsite
- See **limited** grades
- Cannot see **all** students
- Visit **infrequently**
- Do **not** provide impact reporting

**Transition statement**

- “If you don’t mind me asking, what services are they currently providing?”

**3. Discovery Questions (*Use These to Identify Opportunities*)**

Pick 2–3 naturally in conversation.

**Services**

- “Do they provide exams and cleanings only, or do they treat cavities too?”
- “Are they able to complete treatment the same day?”

**Coverage**

- “Do they see all grades?”
- “Are they able to see all students who need care?”

**Capacity**

- “How many students can they see per day?”
- “Do they ever run out of time?”

**Scheduling**

- “How many days are they at your school?”
- “Do they need multiple visits to complete care?”

**Logistics**

- “Do they provide follow-up reports after the visit?”

#### 4. Match the Gap to Our Strength

Once a gap is identified, respond with one concise benefit.

##### **If they only do preventive care**

- “We actually treat cavities right at school, so students don’t need to miss additional class time.”

##### **If they don’t see all students**

- “That’s exactly where we can help — we often supplement existing providers to reach more kids.”

##### **If visits are limited**

- “We bring a full dental team so we can complete more services in one visit.”

##### **If they don’t provide reporting**

- “We provide impact data and student reports so schools can see the results.”

#### 5. Position as a Low-Risk Add-On

##### **Pilot option**

- “Would you be open to piloting our program in just one school?”
- “There’s no long-term commitment — just a chance to compare.”

##### **Supplement option**

- “We can simply serve as a second resource to support your existing provider.”

#### 6. Key Talking Points to Emphasize

Use selectively — don’t overwhelm.

- We **fill gaps** in existing programs.
- We provide **restorative care (treatment for cavities) onsite**.
- We can **reach more students**.
- We **reduce missed class time**.
- We bring a **full dental team**.
- We provide **impact reports**.
- We can **pilot without a big commitment**.
- We are a **collaborative partner**.

#### 7. Example Conversation Flow

**SCHOOL:** “We already have a provider.”

**OC:**

A. Acknowledge

“That’s great — it’s wonderful your students are already receiving care.”

B. Discover

“Do they treat cavities onsite, or mainly preventive services?”

- C. Gap-fill  
"Oh, I see. We actually complete treatment at school, so students don't need outside appointments."
- D. Close softly  
"We often work alongside existing providers — would you be open to a small pilot to see how it works?"

## 8. Mindset for OCs

- This objection is positive — the school values dental care.
- You are not replacing — you are enhancing.
- Your goal is to identify gaps, not push services.
- Collaboration lowers resistance and opens doors.

## 9. One-Line Responses (*Quick Reference*)

- "Many schools use us as an additional resource."
- "We often complement existing providers."
- "We help fill gaps in services."
- "We treat cavities onsite."
- "We can pilot without a large commitment."
- "We help reach more students."

## 10. Closing Line Options

- "Would it make sense to explore how we could support your current efforts?"
- "Would you be open to a brief comparison?"
- "Could we try a pilot in one school?"
- "Would it help to have an additional resource?"