



DOCUMENT 06

Objection Handling (Real DentalScan Objections & Approved Responses)

Path: /sales/docs/06-objection-handling.md

How to Use This Document

Your goal is **not to argue**.

Your goal is to **reframe, clarify, and move the deal forward**.

If an objection stalls the deal, it usually means:

- The positioning drifted, or
- The buyer is not the right one

OBJECTION 1

“Is this diagnosing or giving medical advice?”

Approved Response

“No. DentalScan is a screening and monitoring platform. Diagnosis and treatment decisions always stay with licensed dental professionals.”

Follow-Up

“DentalScan sits before treatment, not during it.”

Why This Works

- Removes liability fear
- Reinforces correct positioning
- Keeps compliance intact

OBJECTION 2

“Why wouldn’t we just send everyone to a dentist?”

Approved Response

“Most organizations don’t need to escalate everyone. DentalScan helps you identify who actually needs follow-up, which saves time, cost, and resources.”

Follow-Up

“You’re not replacing dentists, you’re routing smarter.”

Why This Works

- Positions DentalScan as efficiency, not competition
- Aligns with institutional logic

OBJECTION 3

“Insurance only covers a few dental visits per year.”

Approved Response

“DentalScan isn’t meant to replace covered visits. It’s designed to catch issues in between those visits, before they become more serious or expensive.”

Follow-Up

“In dental practices, the workflows are insurance-compliant. In institutions, it’s a screening and referral tool.”

Why This Works

- Separates insurance from value
- Neutralizes a very common blocker

OBJECTION 4

“Is this HIPAA / GDPR compliant?”

Approved Response

“DentalScan is built to support HIPAA-aligned and GDPR-aligned workflows. The exact compliance setup depends on how your organization deploys it.”

Follow-Up

“That’s something we typically confirm during the pilot with the right stakeholders.”

Why This Works

- Accurate
- Safe
- Does not overpromise

OBJECTION 5

“Who is liable if something is missed?”

Approved Response

“DentalScan does not provide diagnosis or treatment. It provides screening and escalation. Clinical responsibility remains with licensed professionals.”

Follow-Up

“This is the same model used in many preventive screening programs.”

Why This Works

- Shifts responsibility correctly
- Matches how institutions already operate

OBJECTION 6

“We already have a dental partner.”

Approved Response

“That’s perfect. DentalScan works best alongside existing dental partners by improving screening and referral quality.”

Follow-Up

“We don’t replace your partner, we strengthen that pipeline.”

Why This Works

- Turns an objection into alignment
- Reduces perceived threat

OBJECTION 7

“This sounds expensive.”

Approved Response

“Compared to the cost of delayed care, emergencies, or inefficient referrals, DentalScan is typically very cost-effective.”

Follow-Up

“Pilot pricing is structured to match population size and usage, not guesswork.”

Why This Works

- Reframes cost as prevention
- Keeps pricing flexible but firm

OBJECTION 8

“We need to think about it.”

Approved Response

“Of course. What specifically would you need clarity on to move forward with a pilot?”

Follow-Up

“Is it budget, approval, or deployment?”

Why This Works

- Forces specificity

- Prevents endless stalls

OBJECTION 9

“We’d need IT / legal / compliance to review this.”

Approved Response

“That’s expected. We typically support that review during the pilot setup so everyone is aligned.”

Follow-Up

“Who should be involved in that review?”

Why This Works

- Normalizes the process
- Advances the deal instead of stopping it

OBJECTION 10

“Can you customize this for us?”

Approved Response

“DentalScan is designed to be configurable, not custom-built. Customization is discussed only after pilot success.”

Follow-Up

“Let’s validate fit first.”

Why This Works

- Prevents scope creep
- Protects delivery timelines

When to WALK AWAY (Important)

Disqualify if:

- They want free pilots
- They want guarantees on outcomes
- They want diagnosis or treatment language
- They cannot identify a decision-maker

Walking away protects:

- Your time
- The product
- Your commission

Objection Handling Rule to Memorize

Clarify → Reframe → Advance.

Never debate. Never over-explain.

If an objection repeats, it's not the objection — it's the buyer.