



DOCUMENT 07

Sales Process, Ownership, and Commission Flow

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How Sales Works at DentalScan

You run the **entire sales cycle end-to-end**.

There is:

- No provided CRM
- No provided dialer
- No provided outreach tooling

You use your own systems to:

- Source leads
- Contact prospects
- Follow up
- Close contracts

Once a deal is closed, the account transitions to executive oversight.

Your Responsibilities (End-to-End)

You are responsible for:

1. Identifying qualified leads
2. Contacting the correct decision-makers
3. Running demos appropriately
4. Structuring pilots
5. Closing contracts

6. Handing off cleanly after close

You own the deal **until money is signed**.

Sales Flow (Non-Negotiable)

Follow this order:

1. **Prospecting**

- Identify the correct vertical
- Identify the real decision-maker

2. **Qualification**

- Confirm use case
- Confirm budget range
- Confirm authority

3. **Demo**

- Show workflow, not features
- Keep it short

4. **Pilot Discussion**

- Scope population
- Align success metrics
- Anchor pricing

5. **Contract**

- Written agreement
- Clear pilot terms
- Defined expansion path

Skipping steps kills deals.

What Qualifies as a Real Opportunity

A deal is real only if:

- You spoke with a decision-maker
- A pilot was discussed
- Budget exists
- Next step is scheduled

Anything else is a lead, not a deal.

Commission Philosophy

Your commission is tied to:

- Contract value
- Deal quality
- Client longevity

Higher-value, properly scoped deals:

- Pay more
- Stay longer
- Churn less

Low-priced deals hurt everyone.

Ongoing Commission & Re-Engagement

After the initial close:

- Accounts move to executive ownership
- You may be re-commissioned for:
 - Renewals

- Expansions
- Upsells
- Additional deployments

Strong accounts create long-term income.

Hand-Off Rules (Critical)

When a deal closes:

- All commitments must be documented
- No side promises
- No verbal guarantees
- No undocumented pricing changes

Clean hand-offs protect your future commissions.

What You Do NOT Own

You do **not** own:

- Product roadmap decisions
- Engineering priorities
- Custom builds
- Legal structuring

Do not promise what you do not control.

Accountability & Performance

Performance is measured by:

- Closed revenue
- Pilot-to-contract conversion

- Deal quality
- Client retention

Activity alone is not success.

When Deals Stall

If a deal stalls:

- Re-check decision-maker
- Re-check budget
- Re-check positioning

If those are solid and it still stalls, move on.

Sales Rule to Memorize

You are paid to close, not to educate.

Education supports sales — it is not the sale.

Final Reminder

DentalScan is:

- Infrastructure
- Preventive
- Scalable
- High-value

Sell it like infrastructure, not software.