



DOCUMENT 04

Pilot Structure, Pricing Strategy, and Contract Conversion

Path: /sales/docs/04-pilot-and-pricing-framework.md

Purpose of the Pilot

The pilot is **not** a free trial.

The pilot is a **paid deployment** designed to:

- Prove operational fit
- Measure outcomes
- Reduce buyer risk
- Lead directly to a long-term contract

If a pilot does not have a **defined path to expansion**, do not run it.

What a Pilot Includes (Standard)

Every DentalScan pilot includes:

- Live production environment
- Admin access for the organization
- Real user population (students, residents, employees, patients)
- AI-assisted screening and monitoring
- Reporting and exportable results
- Support during the pilot period

A pilot is **real usage**, not a sandbox.

Pilot Duration

Standard pilot length:

- **30 days**

In some cases:

- 45–60 days for government or education contracts

Avoid pilots longer than 60 days unless contract conversion terms are agreed upfront.

Pilot Pricing Philosophy

DentalScan pilots are priced to:

- Reflect real value
- Filter non-serious buyers
- Preserve long-term pricing integrity
- Maximize commission opportunity

Selling pilots too cheaply:

- Devalues the product
- Attracts low-quality buyers
- Makes expansion harder

Pricing by Vertical (Guidelines)

Schools, Senior Living, Employers, Government

- **\$25–\$50 per scan per person**
- Pilot population typically limited (subset)
- Expansion priced per full population

Charities & Nonprofits

- Mixed model:

- Sponsored scans
- Grant-funded pilots
- Paid expansions
- Pricing still anchored to per-scan value

Dental Practices & DSOs

- ROI-based pricing
- Insurance-compliant workflows
- Typical outcome: **~4x ROI**
- Monitoring (ortho, implants, cosmetic) increases value

Typical Pilot Deal Sizes

Use these ranges confidently:

- Small pilot: **\$2,500–\$5,000**
- Mid-size pilot: **\$5,000–\$15,000**
- Large pilot (enterprise/government): **\$15,000–\$50,000+**

Higher pilot pricing correlates with **higher close rates post-pilot**.

What Determines Final Pilot Price

Pilot pricing is based on:

- Population size
- Frequency of scans
- Monitoring vs one-time screening
- Reporting complexity
- Geographic scope

Never quote final pricing before understanding these factors.

How to Present Pricing (Correct Way)

When asked about cost, say:

“Pilot pricing depends on population size and scan frequency, but most pilots fall between \$2,500 and \$15,000.”

Then stop talking.

Do not justify pricing unless asked.

Converting Pilot → Contract (Critical)

Before a pilot starts, confirm:

- Who signs the long-term contract
- What success metrics matter
- What expansion looks like

Expansion typically includes:

- Full population rollout
- Ongoing monitoring
- Annual or multi-year terms

A pilot without an expansion plan is wasted effort.

Common Pricing Mistakes (Avoid)

- Discounting to “win the pilot”
- Running unpaid pilots
- Letting buyers control scope without cost
- Over-customizing during pilots

Confidence in pricing is a signal of product maturity.

Commission Mindset (Important)

Higher pricing:

- Increases deal seriousness
- Reduces churn
- Increases your commission
- Positions DentalScan as infrastructure, not software

You are not selling licenses.

You are selling **preventive health infrastructure**.

Pricing Rule to Memorize

If pricing feels uncomfortable, it's usually correct.

If it feels cheap, it probably is.