



DOCUMENT 02

Vertical Playbooks, Buyers, and Contract Strategy

Path: /sales/docs/02-vertical-playbooks.md

How to Use This Document

This document tells you:

- **Who to sell to**
- **Who actually signs**
- **What budget you are selling into**
- **How deals realistically close**

If you don't know who controls the budget, you don't have a deal.

1 Schools (Public, Charter, Private, Districts)

Ideal Customers

- Public school districts
- Charter school networks
- Private K–12 schools
- County or state education departments

Who You Must Contact

Do **not** start at the front desk.

Target roles:

- Director of Student Services
- Director of Health Services
- District Nurse Administrator
- Superintendent (smaller districts)
- Grants & Programs Director

Budget Reality

- Health-related student programs: **\$50,000 – \$500,000+ annually**
- Pilot-friendly budgets often exist via:
 - State grants
 - County health initiatives
 - Federal programs (Title I, student health funding)

How Pricing Works Here

- Typical scan pricing: **\$25–\$50 per student**
- Start with a **pilot school or subset**
- Expand district-wide after results

How Contracts Close

- District-level approval
- Often grant-backed
- Longer sales cycle, but large expansion potential

Positioning Line

“DentalScan allows schools to screen students early without becoming healthcare providers, while creating clean referral pathways for families.”

2 Charities & Nonprofits

Ideal Customers

- Children's charities
- Community health nonprofits
- Foster care organizations
- Underserved population programs

Who You Must Contact

- Executive Director
- Program Director
- Director of Community Health
- Partnerships Manager

Budget Reality

- Program budgets: **\$25,000 – \$250,000**
- Funding sources:
 - Donors
 - Foundations
 - Grants
- Some programs are donated, others paid

How Pricing Works Here

- Per-scan pricing still applies
- Often mixed model:
 - Sponsored scans

- Paid expansions
- Pricing should reflect **impact + reporting value**

How Contracts Close

- Executive Director or Board approval
- Often faster than schools
- Expansion tied to donor reporting

Positioning Line

“DentalScan lets you reach more people with less overhead while giving you measurable impact data for donors and funders.”

3 Gyms & Wellness Centers

Ideal Customers

- Boutique gyms
- Wellness studios
- Fitness chains
- Preventive health brands

Who You Must Contact

- Founder
- Owner
- Head of Partnerships
- General Manager (smaller chains)

Budget Reality

- Wellness & marketing budgets: **\$10,000 – \$100,000**
- Decision-makers are usually owners

How Pricing Works Here

- Awareness-based scans
- Cosmetic and hygiene monitoring
- Lower liability
- Fast sales cycles

How Contracts Close

- Owner decision
- Minimal compliance friction
- Pilot → full rollout quickly

Positioning Line

“DentalScan adds a preventive wellness offering without introducing medical or insurance complexity.”

4 Dental Practices & DSOs

Ideal Customers

- Multi-location practices
- DSOs
- Progressive solo practices

Who You Must Contact

- Practice Owner
- Managing Dentist
- Operations Director
- Office Manager (only after qualification)

Budget Reality

- Technology budgets: **\$1,000 – \$10,000/month**
- ROI-driven decisions

How Pricing Works Here

- Insurance-compliant workflows
- Claims filed by the practice
- Typical ROI: **~4x**
- Strong use cases:
 - Orthodontic monitoring
 - Implant and crown monitoring
 - Cosmetic follow-ups

How Contracts Close

- Owner or Ops Director approval
- Pilot inside one location
- Rollout across group

Positioning Line

“DentalScan increases preventive efficiency and monitoring without increasing chair time.”

5 Senior Living & Assisted Living

Ideal Customers

- Assisted living facilities
- Senior living chains
- Memory care facilities

Who You Must Contact

- Executive Director
- Director of Care
- Health Services Administrator
- Regional Operations Director

Budget Reality

- Health & safety budgets: **\$25,000 – \$300,000+**
- Cost of one dental emergency often exceeds pilot cost

How Pricing Works Here

- Per-resident scan pricing: **\$25–\$50**
- Ongoing monitoring is a strong upsell
- Family peace-of-mind angle matters

How Contracts Close

- Facility-level pilot
- Regional expansion
- Operations-driven decision

Positioning Line

“DentalScan enables non-invasive oral health screening without transporting residents off-site.”

6 Corporate / Employer Benefits (Big Companies)

Ideal Customers

- Mid-to-large enterprises
- Corporate wellness programs
- HR-led benefits teams

Who You Must Contact

- Director of Benefits
- Head of HR
- VP People Operations
- Corporate Wellness Manager

Budget Reality

- Wellness & benefits budgets: **\$100–\$500 per employee per year**
- DentalScan fits as:
 - Preventive add-on
 - Wellness perk
 - Early detection benefit

How Pricing Works Here

- Per-employee scan pricing

- Employer-paid benefit
- Insurance optional, not required

How Contracts Close

- Pilot with subset of employees
- Annual benefits cycle
- Multi-year contracts possible

Positioning Line

“DentalScan adds preventive oral health screening to employee benefits without increasing insurance complexity.”

Universal Sales Rule (Memorize This)

If you don't know **who signs**, **what budget**, and **what cycle**, you don't have a deal.

Why Pricing Matters for You

Higher-value contracts:

- Close slower
- Churn less
- Pay higher commissions
- Are taken more seriously

Selling too cheaply:

- Attracts wrong buyers
- Increases workload
- Reduces commission upside

You are selling **preventive infrastructure**, not software licenses.

