



DOCUMENT 10

ROI Math, Deal Scenarios & Commission Upside

Path: /sales/docs/10-roi-math-and-commission-scenarios.md

Purpose of This Document

This document turns DentalScan from:

- “interesting technology”
into
- **“obvious financial decision”**

You are selling **math**, not opinions.

Core ROI Logic (Universal)

DentalScan creates ROI by:

- catching issues earlier
- reducing unnecessary visits
- preventing emergencies
- optimizing provider time
- improving outcomes

Prevention always costs less than crisis.

ROI Scenario 1 — Dental Practices

Example

- 1,000 patients monitored remotely
- Reduced chair time + improved retention

- Fewer missed complications

Typical outcome:

- DentalScan cost: \$X
- Additional revenue + saved time: $\sim 4\times$ ROI

ROI Scenario 2 — Senior Living

Example

- One avoided dental emergency = \$5,000–\$10,000+
- Pilot cost: \$15,000–\$30,000
- Avoid 2–3 emergencies annually

ROI becomes obvious immediately.

ROI Scenario 3 — Schools

Example

- Early detection avoids hospital visits
- Reduces absenteeism
- Improves family outcomes

Cost per student is trivial compared to crisis care.

ROI Scenario 4 — Employers

Example

- Reduced downtime
- Preventive health improvement
- Benefits differentiation

Even minor productivity improvements justify the spend.

Monitoring ROI (Big Opportunity)

Monitoring use cases:

- Orthodontics
- Implants
- Cosmetic dentistry
- Senior oral health

Monitoring:

- Increases usage frequency
- Creates recurring value
- Expands contract size

Commission Mindset (Critical)

Your income grows when:

- Pilot pricing is confident
- Expansion is planned
- Deals are not underpriced

Cheap deals:

- Close faster
- Churn faster
- Pay less over time

How to Run ROI Math Live

Ask:

- Population size
- Frequency
- Cost of one adverse event

Then compare:

- DentalScan pilot cost
vs
- Cost of doing nothing

Let the buyer connect the dots.

Final Rule to Memorize

**If the ROI conversation feels too easy, the buyer already decided.
If it feels uncomfortable, you're selling it correctly.**