



# Dental Health Products, Inc.

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## \*\*\*\*\*FOR IMMEDIATE RELEASE\*\*\*\*\*

NEW FRANKEN, WI—August 12, 2013. “Change, Challenge, Opportunity” was the theme of this year’s National Sales Meeting held July 25-27 at the Radisson Paper Valley Hotel & Conference Center in Appleton, WI. Over 90 Dental Health Product, Inc. team members and twenty-four dental vendors participated in the annual event. The purpose of the meeting was to educate and motivate the sales force via a series of presentations, workshops and hands-on meetings with our vendors. The program also offered a chance for DHPI sales representatives to network and build stronger ties between the sales, support and marketing departments.

This year’s keynote speakers were Dr. Alan Zimmerman and Chip Eichelberger who spoke about the importance of removing blocks to change, building on the positive and staying self-motivated. Workshop speakers included Jim Domanski of Teleconcepts Consulting. Jim offered practical techniques that demonstrated how to effectively and successfully prospect for new clients and build and expand customer relationships. During the vendor rotations DHPI sales representatives met in small groups with individual vendors to learn about their newest products and promotions.

After hours, DHPI employees attended a Timber Rattler’s baseball game where they raised money for a variety of dental charities by competing against each other in a series of on-field games. “The dental industry is undergoing transformational change and we needed to provide our representatives with a series of programs on how to identify and understand these changes, their inherent challenges and properly position themselves for new opportunities that result from them. This year’s NSM was a tremendous success in that regard,” states Steve Desautel, Vice President Sales & Marketing.

DHPI has served its customers for over 22 years and is considered one of the top dental distributors in the U.S. It offers full-line merchandise and equipment sales, installation and service, hand-piece and small equipment repair, office design, digital equipment and integrated practice management software sales and support, inventory control products, and personalized account management.

