**D**ental Outline

DLCC uses a 3 Prong approach for dentists and similar professions. These professions are: Dentists, Veterinarians, Chiropractors, and although this is not a health profession we can also do Auto repair shops with the same approach. Presentation includes all 3 prongs.

1. **PRONG 1 – PATIENT (CUSTOMER) FINANCING WITH NO CREDIT CHECK! I CARE**
	1. DLCC uses the best patient financing company in the business, I CARE
	2. How do I get there? <https://www.directlinkcapital.com/dental-program>
	3. How does it work? I Care can finance ANYONE WITH A DEBIT CARD and NO CREDIT CHECK! Many dentists use a service called Care Credit. This is fine, however almost 40% get turned down. DLCC through I CARE can now finance the Care Credit Turndowns!
	4. How do I sell I CARE? The beautiful thing is YOU DON’T have to sell anything!. Just show and follow the dental presentation (in Power Point) – download the presentation, click on slide show and at the top start slide show from beginning).
	5. After showing the slide show, ask them if this is something they would like to know more about? If so, Alice Chan will do the presentation. Call Alice at: (404) 724-5796. You MUST book the DENTIST. The assistant or office manager can sit in on the call, but the dentist is the one who MUST be on the 10 minute call by Alice.
2. **PRONG 2 – ELIMINATE MERCHANT PROCESSING FEES.**
	1. There are already almost 20% of the dental practices that have switched to the new way of processing credit cards with a small surcharge. In 5 years, this will be the normal practice. The dentist will pay 0 fees. This will save them about $30,000 a year.
	2. Where do I go? <https://www.directlinkcapital.com/creditcards>
	3. How do I get their business?
		1. First ask them for a merchant statement from their cc company.
		2. Go to COMPARE USE THIS to put in their numbers. All you need is their total volume, how many transactions they did (normally on page 1), and the total amount of the fees (near last page of statement). Adjust line B 16 to reflect the correct amount of their current bill (other fees). THE REST AUTOMATICALLY CALCULATES SAVINGS. Column C is how much savings just for switching to our processor. Column C shows the savings just for switching to our DLCC. Column D is the savings with the new method where patient pays a small surcharge. THEIR CHOICE
		3. Paperwork.
			1. If they chose Column C, use the Beacon Payments Processing. We will let them use a machine for free that is completely compliant and can use for the lifetime they stay with DLCC.
			2. If they choose Column D the Cash Discount Method (Surcharge) then use Finical Processing paperwork PLUS the leasing paperwork. The machine IS NOT FREE….it cost 55 per month per machine (48 months) because it is wireless and dual functionality. The DejaVoo Z 11 is one of the only machines which will do the Cash Discount Program. Including the lease, the dentist will pay less than 100.00 TOTAL FEES compared to their current statement cost (Compare Column B to Column D)
			3. The needed paperwork is online. Please watch the training course on paperwork. Left Column is for leasing a machine, Middle Column is for Processing. Right column is for training aids.
			4. Once completed, scan and send to all paperwork to [directlinkcapital@yahoo.com](file:///C%3A%5CUsers%5COwner%5CDownloads%5Cdirectlinkcapital%40yahoo.com)
		4. What do I turn in?
			1. Leasing Application completed and signed (if leasing)
			2. Processing Application (Beacon or Finical) completed and signed
			3. Cover Sheet filled out by you
			4. Driver License (make sure it is clear)
			5. Voided Business Check (make sure copy is clear)
			6. Scan and send to [directlinkcapital@yahoo.com](file:///C%3A%5CUsers%5COwner%5CDownloads%5Cdirectlinkcapital%40yahoo.com)
		5. Dd
3. **PRONG 3 – PREFERRED RATE WORKING CAPITAL LOANS**
	1. Most professionals have working capital needs such as purchasing new equipment, hiring healthcare staff, expansion, or many other needs. DLCC is an expert in providing them a low cost and fast solution. If their credit is fairly good, working capital fees are built into the loan. Normally we can get them money in a couple of days.
	2. Use training on SBA Working Capital Loans and Working Capital Loans from our outline.
	3. If they need money, send application to: [directlinkcapital@yahoo.com](file:///C%3A%5CUsers%5COwner%5CDownloads%5Cdirectlinkcapital%40yahoo.com) or if did online that is fine as well.