

## Our People – Why I work at Dentsply



**Sheena Osinchuk**

Territory Manager

**1. What are you currently working on that you find particularly interesting and/or stimulating, and how do you think it contributes to DENTSPLY's success?**

- Finding creative ways to strategically target my territory from all angles to uncover new opportunities and new business
- Driving my business in all product categories
- Having short term and long term business goals
- Securing current business, and driving new business

**2. What are some of your favorite things about Dentsply Canada?**

- The empowerment we are given to run our territories like we own it.
- The support by everyone to make things happen
- New product launches / quality products
- How everyone work as a team to achieve corporate goals and objectives
- Incentives for hitting your numbers

**3. How do you contribute to building Dentsply Canada's High Performance Sales Driven culture?**

- Going over and above expectations
- Understanding my business and distributor needs
- Providing exceptional customer service
- Utilizing consultative selling methods and needs based selling to drive my business, and to provide solutions to my dealer reps, dentists, hygienists, and assistants.
- Not leaving any potential business untapped

**4. What developmental opportunities have you had opportunity to participate and experience in your time with Dentsply? How has this helped you in achieving your personal goals?**

- Being part of the marketing advisory board representing the West
- Personal developmental training (Professional Selling 1 & 2 / Selling against the Competition)
- PACT / PACE etc