

DSD

Digital Smile Design

www.digitalsmiledesign.com



www.digitalsmiledesign.com



DSD INSTRUCTOR 2.0

DSD INSTRUCTOR 2.0

What does being a DSD Instructor mean?

The **DSD Instructors** are a group of Dentists who share their deep knowledge of the **DSD Concept** and passion for **teaching** and sharing information. They have mastered all the aspects of DSD, implementing them in their daily clinical work and have also proven their exceptional communication and educational skills before obtaining the status of **DSD Instructor**.

Being a DSD Instructor enables you to **host official DSD courses**, making your students **DSD Members**.

You also get a lot of **benefits while using DSD Services and Software**, and can **make money by introducing other people to the DSD Concept and Implementation** Services.





www.digitalsmiledesign.com

BENEFITS OF BEING A DSD INSTRUCTOR

Benefits of being a DSD Instructor

1. DSD INSTRUCTOR BRAND & DSD LOGO

You will be able to use the exclusive **DSD Instructor Logo** for your own promotional and educational activities.

You will get a printed and signed **DSD Instructor Certificate** acknowledging your status.

You will also be able to use the **DSD Logo** for Educational purposes only, in your presentations and Lectures.



Benefits of being a DSD Instructor

2. OFFICIAL DSD COURSES

As a DSD Instructor you can **organize and teach official DSD Courses** that grant your students the status of **DSD Member**.

You will receive the **official DSD Lecturing Kit** and regular updates.

Your courses must contain the whole theoretical content about the DSD Concept and how to implement it in a Dental Clinic, and also a Smile Design Hands-on where students can learn how to do this by themselves.

DSD Instructor courses must also teach how to use the DSD Planning Center, and its online tool, and how the DSD Software works.

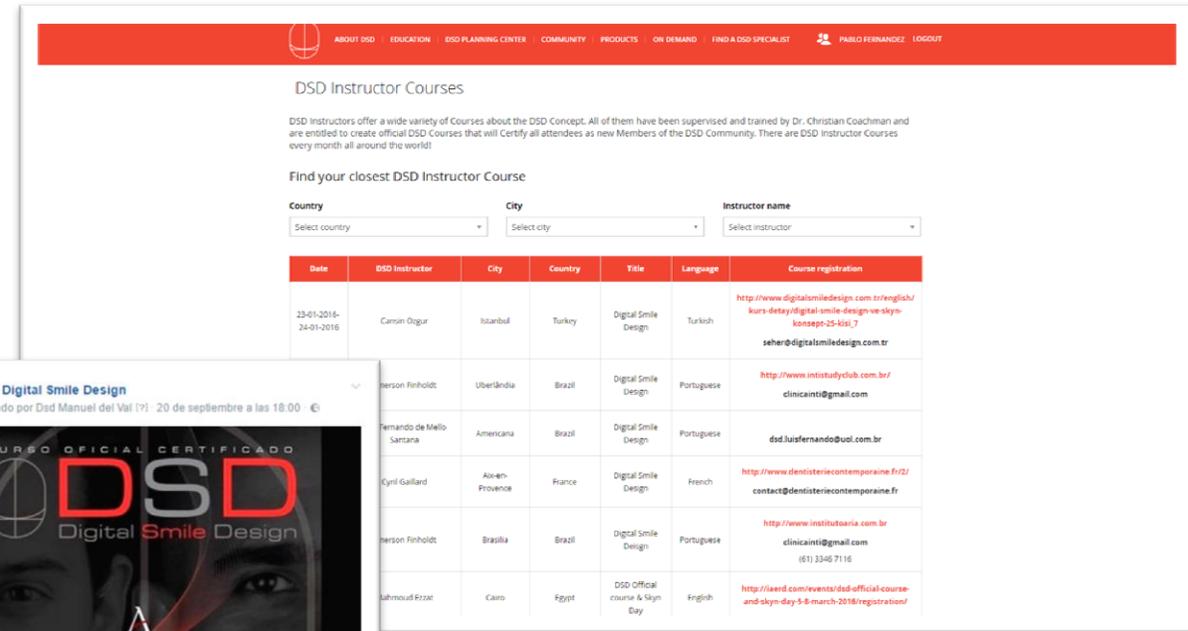


Benefits of being a DSD Instructor

3. DSD PROMOTION FOR YOUR COURSES

DSD will promote your Official DSD Courses in all our Media:

- a) **DSD Website:** DSD Instructor course calendar
- b) **DSD Social Media:** Posting every DSD Course
- c) **Re-posting all the informative posts** you publish during or after the course (non-commercial posts)



DSD Instructor Courses

DSD Instructors offer a wide variety of Courses about the DSD Concept. All of them have been supervised and trained by Dr. Christian Coachman and are entitled to create official DSD Courses that will Certify all attendees as new Members of the DSD Community. There are DSD Instructor Courses every month all around the world!

Find your closest DSD Instructor Course

Country: City: Instructor name:

Date	DSD Instructor	City	Country	Title	Language	Course registration
23-01-2016-24-01-2016	Cansin Olgur	Istanbul	Turkey	Digital Smile Design	Turkish	http://www.digitalsmiledesign.com/tr/english/kurs-detay/digital-smile-design-ve-skyn-konsept-25-kil_7 seher@digitalsmiledesign.com.tr
	erson Finholdt	Uberlândia	Brazil	Digital Smile Design	Portuguese	http://www.institutoclub.com.br/ clinicanti@gmail.com
	Fernando de Mello Sartana	Americana	Brazil	Digital Smile Design	Portuguese	dad.lusfernando@uol.com.br
	Cyril Gaillard	Aix-en-Provence	France	Digital Smile Design	French	http://www.dentisteriecontemporaine.fr/ contact@dentisteriecontemporaine.fr
	erson Finholdt	Brasilia	Brazil	Digital Smile Design	Portuguese	http://www.institutocaria.com.br clinicanti@gmail.com (61) 3346 7116
	Mahmoud Elzayat	Cairo	Egypt	DSD Official course & Skyn Day	English	http://iaerd.com/events/dsd-official-course-and-skyn-day-5-8-march-2016/registration/



DSD - Digital Smile Design
Publicado por Dsd Manuel del Val [?] · 20 de septiembre a las 18:00

CURSO OFICIAL CERTIFICADO
DSD
Digital Smile Design

CARACAS - VENEZUELA
27, 28 y 29 DE SEPTIEMBRE 2016

Luken de Arbeloa
14 de septiembre a las 19:15 · Instagram

#Repost @atriosgroup with @repostapp

Para todos los que han escrito solicitando información, el día de hoy les enviaremos todos los detalles del curso a sus...

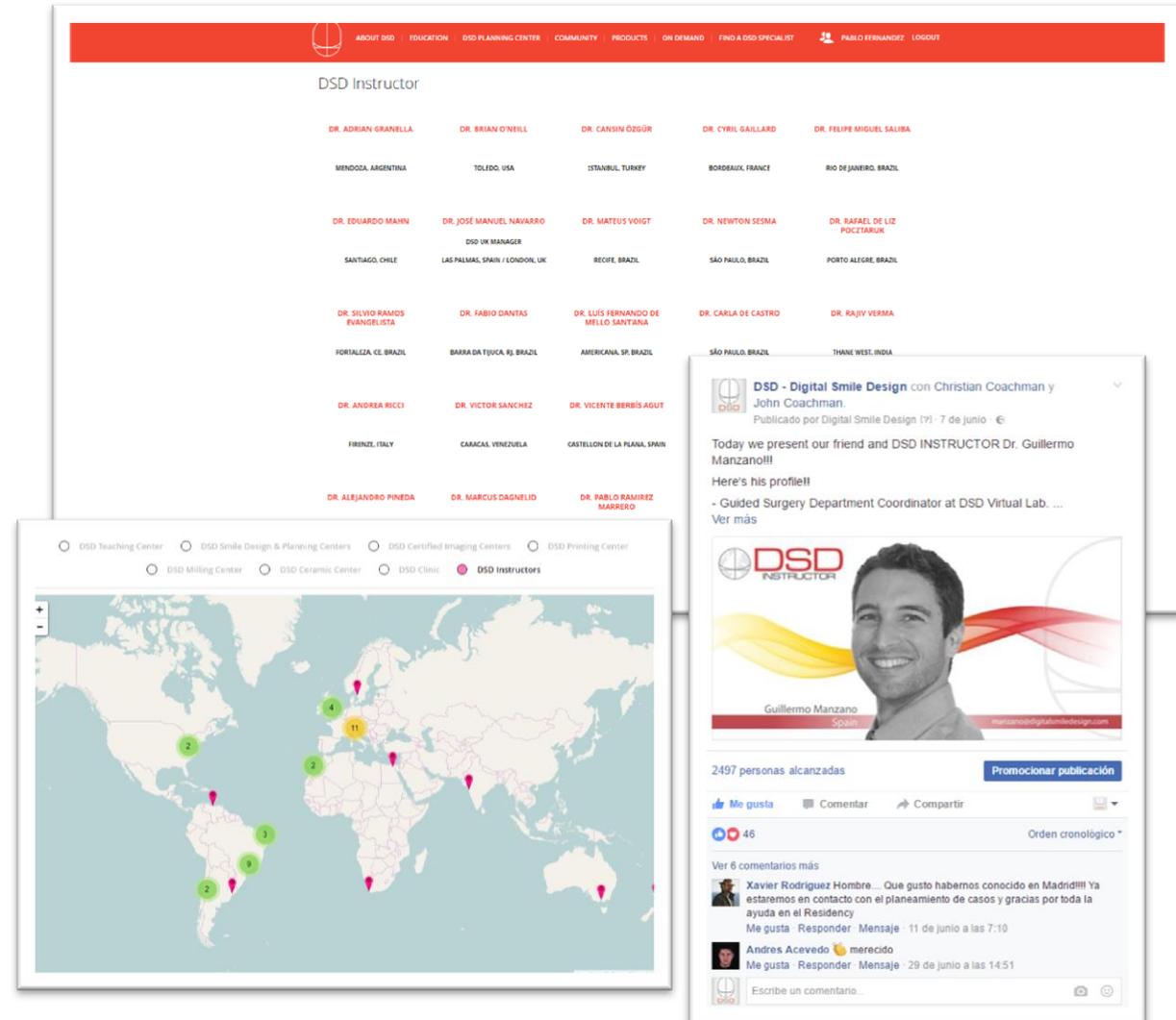
Me gusta · Comentar · Compartir

Benefits of being a DSD Instructor

4. DSD INSTRUCTOR PERSONAL PROMOTION

DSD will also **promote you as a DSD Instructor**:

- DSD Instructors **Web Page** (coming soon!)
- DSD Website: **World Map**
- DSD Website: **Our Team page**
- DSD Social Media: We will **announce every new DSD Instructor**
- DSD Social Media: Every month we will promote some of the **most active or successful DSD Instructors**



Benefits of being a DSD Instructor

6. MATERIALS TO HELP YOU PROMOTE YOUR COURSES

- a) **Social Media Posts** announcing your courses
- b) **Web & Social media Banners**
- c) **Flyers** that you can easily adapt and print
- d) **Magazine Ads** Template
- e) **Posters** and other graphic elements for promotion



 **DSD**
EDUCATION

Adentre a era da odontologia
Digital, Emocional e Interdisciplinar
através de protocolos de
implementação simples e efetivos.

Dr. Christian Coachman

- 1 DSD DAY**
Este programa de 1 dia é a melhor solução para quem quer uma prova introdutória dos conceitos da Odontologia Digital, Interdisciplinar e Emocional.
- 2 DSD Residency · Módulo 1**
Smile Design Handson e Odontologia Emocional. Demonstrações em paciente e atividades práticas inovadoras que irão ativar o seu potencial mais criativo.
- 3 DSD Residency · Módulo 2**
"Over the Shoulder" Clínico & Workflow Digital. Procedimentos clínicos guiados pelo DSD e utilizando a plataforma de software Interdisciplinar. Tragam seus próprios casos para planejar em sessões de brainstorm com nossa equipe.

SAVE THE DATES!

DSD DAY BRASIL - 28 Julho a 17 Agosto - Confira as cidades e datas no site dsdday.com

DSD Residency Módulo 1 - SÃO PAULO - 14 a 17 de Setembro

DSD Residency Módulo 2 - SÃO PAULO - 23 a 26 de Novembro

+55 11 974941524 | info@digitalsmiledesign.com

digitalsmiledesign.com | dsdday.com

 [@digitalsmiledesign](https://www.facebook.com/digitalsmiledesign) |  [@digitalsmiledesign](https://www.instagram.com/digitalsmiledesign)

 [@digitalsmiledesign](https://twitter.com/digitalsmiledesign) |  [digitalsmiledesign](https://www.linkedin.com/company/digitalsmiledesign)

Example of a
DSD Magazine Ad

Benefits of being a DSD Instructor

7. DISCOUNTS ON DSD SERVICES AND PRODUCTS

As a DSD Instructor you will enjoy **discounts**:

- a) **DSD Planning Center**
- b) **DSD Software**
- c) **Official DSD Courses**

Dr. Francis Coachman



DSD Planning Center

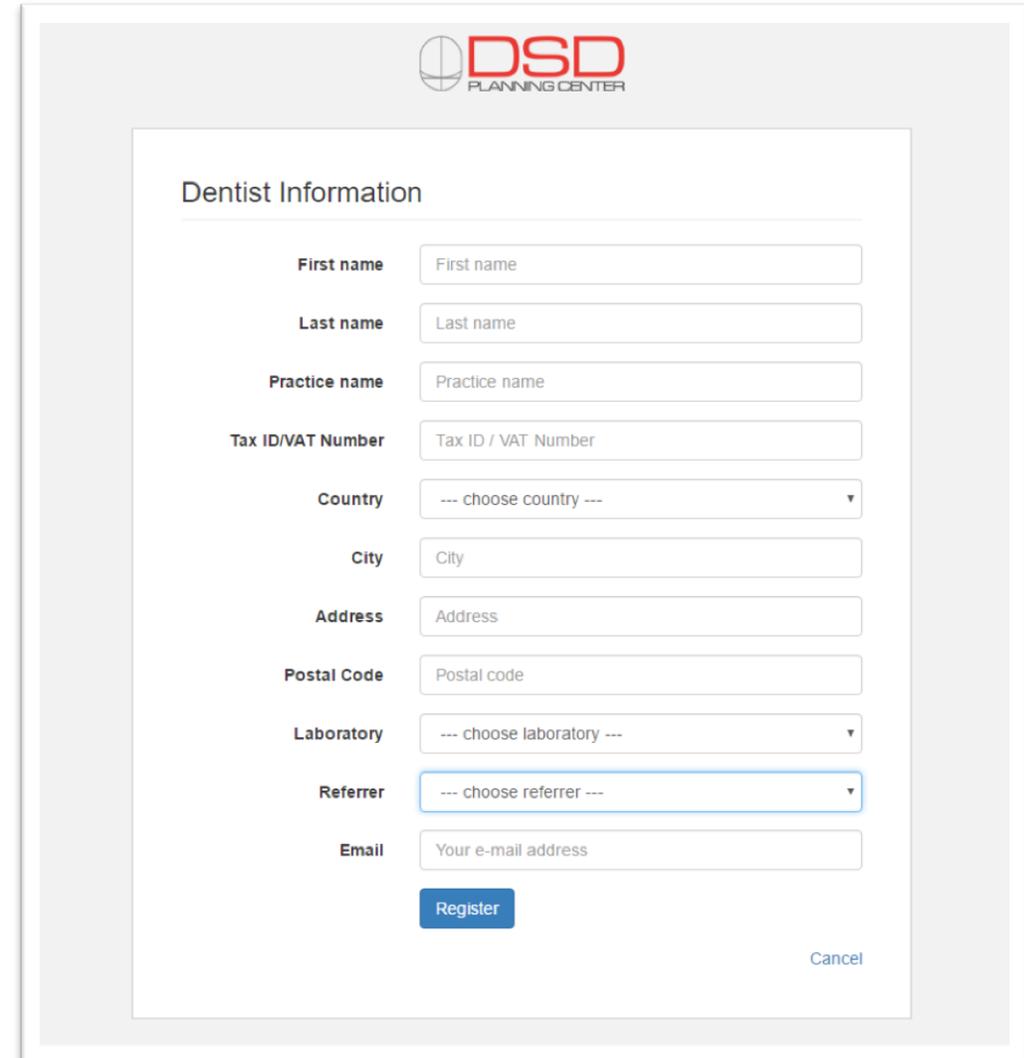
Benefits of being a DSD Instructor

8. DSD REFERRAL SYSTEM

When your students start using our DSD Services, Courses or Products, you will get a **commission from**:

- a) **DSD Planning Center**: a commission from the Services purchased
- b) **DSD Software**: a commission from the price of the Software
- c) **Official DSD Courses**: a commission from the price of the Course

DSD Planning Center
Referral System

A screenshot of the DSD Planning Center Referral System registration form. The form is titled 'Dentist Information' and contains several input fields and dropdown menus. The fields are: First name, Last name, Practice name, Tax ID/VAT Number, Country (dropdown), City, Address, Postal Code, Laboratory (dropdown), Referrer (dropdown), and Email. A blue 'Register' button is located at the bottom left of the form, and a 'Cancel' link is at the bottom right. The DSD Planning Center logo is visible in the top right corner of the form area.

Dentist Information	
First name	<input type="text" value="First name"/>
Last name	<input type="text" value="Last name"/>
Practice name	<input type="text" value="Practice name"/>
Tax ID/VAT Number	<input type="text" value="Tax ID / VAT Number"/>
Country	<input type="text" value="--- choose country ---"/>
City	<input type="text" value="City"/>
Address	<input type="text" value="Address"/>
Postal Code	<input type="text" value="Postal code"/>
Laboratory	<input type="text" value="--- choose laboratory ---"/>
Referrer	<input type="text" value="--- choose referrer ---"/>
Email	<input type="text" value="Your e-mail address"/>

[Cancel](#)

Benefits of being a DSD Instructor

9. DSD ANNUAL SUMMIT

In 2017 we will celebrate our 1st DSD ANNUAL SUMMIT where DSD Instructors will be able to meet, share and learn all the News from DSD.

We will also share these days with hundreds of DSD Masters and Members from different parts of the world.

Keep an eye on news about our Summit!





www.digitalsmiledesign.com

HOW TO BECOME A DSD INSTRUCTOR

How to become a DSD Instructor

1. BECOME A DSD MEMBER

By attending one of the official DSD Courses + Hands-on

2. BECOME A DSD MASTER

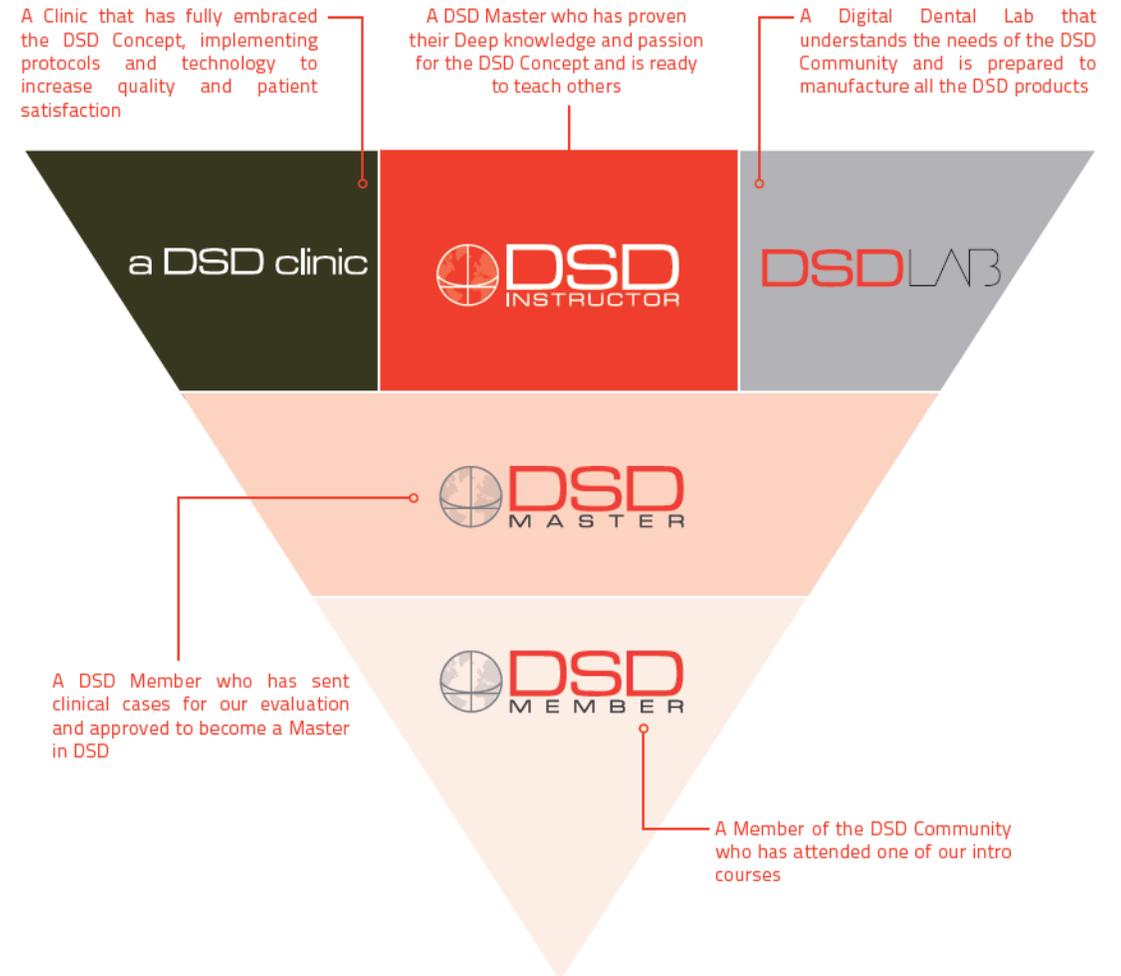
By summiting 3 full cases performed following the DSD Concept and Protocols for our approval (Cost: \$2.000)

3. BECOME A DSD INSTRUCTOR

You have to do the following:

- Apply as a DSD Instructor
- Attend the DSD Residency 1&2 (if you haven't already)
- Send the CV with emphasis on lecturing experience
- Record a 15-20 minute lecture on DSD and send us the video for evaluation

If all the above are approved then the candidate will come as a guest to one of our DSD courses and give a 15-20 minute lecture about how DSD impacted their practice. If approved then will **become a DSD Instructor**.





www.digitalsmiledesign.com

FINANCIAL AGREEMENT AND RULES

Financial Agreement and Rules

All DSD Instructors must sign the new collaboration contract with DSD.

The DSD Instructor will pay DSD the sum of ONE HUNDRED EUROS* (€100) for each student validly enrolled in his/her course. To retain the status of DSD Instructor they must enroll at least 50 students per year.

A minimum price for the public must be decided with DSD if another instructor is performing DSD Courses within the same area.

The DSD Instructor will deal with the course financial directly, not involving DSD.

The totality of the costs incurred for delivering the courses shall be at the expense of the DSD Instructor.

DSD Instructors must use and promote the Services of DSD Planning Center and the DSD Software.

Every promotional material used by a DSD Instructor including the DSD or DSD Instructor logos must be sent to DSD Marketing for approval.

Financial Agreement and Rules

The DSD Instructor shall pay the corresponding amount for each course delivered within thirty days of completion of the course. When the aforesaid amount has been paid, DSD shall send the digital certificates to the students that have successfully completed the course.

At the conclusion of the twelve-month term of the contract, the amount that remains outstanding in order to satisfy the guaranteed annual minimum fee of five thousand Euros (€5,000) shall be paid to DSD, in the event that the aforesaid amount has not been reached through the payments made in respect of all of the courses delivered within the year period.



www.digitalsmiledesign.com