

# SKILL ACCELERATOR 2025

Where Skills Meet Success

“

We believe that a Great Sales Team isn't just built it's Trained, Mentored, & Inspired.

**Mr. Shammi Gumbhir**  
Managing Director

STRATEGY | SPEED | SUCCESS

Empowering Teams. Accelerating Impact.





# The Perfect Environment

To Learn, Evolve & Excel

*Hyatt Centric, Janakpuri – a 5-star setting for 5-star minds.*

We believe great learning happens in great environments. By offering a 5-star setting, we ensured our team experienced comfort, focus, and inspiration — because when people feel valued, they perform at their best.

“Investing in our people means investing in our future.”

This wasn't just a training — it was a statement of how much we value the people who build Unicorn every day.





# LAYING THE FOUNDATION

## Strategy, Structure & Clinical Confidence

The first session, led by Dr. Vijay, set the tone for smart selling. He introduced a powerful product indexing methodology — helping the team organize Unicorn's vast portfolio into logical, easy-to-recall categories. With simplified groupings and memory aids, he turned technical data into usable insights, enabling the team to guide doctors with precision.

“Sales doesn't start with features. It starts with understanding what the doctor truly needs.” – Dr. Vijay



**MELAG**  
competence in hygiene



In a highly interactive session, Dr. Anant and Mr. Darshan from Melag offered a deep dive into autoclaves — comparing Melag and Runyes units. Participants received hands-on exposure to their functionality, cycle types, and benefits — giving them the confidence to pitch sterilization not just as a product, but as a critical clinic essential.

The final session brought practical clinical wisdom as Dr. Dhruv introduced the team to implant basics — using real surgical kits, instruments like implant motors, activators, and piezo units. He translated surgical workflows into simple concepts, helping the team understand how and why each product matters in a procedure.

“The more you understand the chairside experience, the better you can serve your customer.” – Dr. Dhruv

### Glimpses from Day 1

- Dr. Vijay breaking down the product map
- Engaged team exploring Melag autoclaves
- Group discussion with Dr. Dhruv over implants
- Smiles, notes, and shared learnings across the room





# KICK STARTING WITH GBT

The morning began with a detailed session on **Guided Biofilm Therapy (GBT)**. Dr. Siddhant simplified the science of biofilm removal, emphasized the clinical need for Airflow systems, and positioned GBT not just as a treatment — but as a premium hygiene experience for patients. With visuals and real-life cases, they showed the value proposition that helps sales teams confidently pitch to periodontists and hygiene-focused clinics.

“If you understand the treatment flow, you'll never struggle to sell the solution.” – Dr. Siddhant



In a focused and insightful session, Mr. Rahul introduced the team to the Magnetic Mallet — an advanced surgical tool used for bone expansion and atraumatic implant site preparation. The session covered how the mallet reduces patient trauma, improves precision, and is becoming increasingly preferred in modern implantology. The team was trained on when to recommend it, its key USPs, and how to differentiate it from conventional tools.



“Magnetic Mallet isn't just equipment — it's a practice enhancer for implantologists.” – Rahul



**SUCCESS  
DOESN'T COME FROM  
WHAT YOU DO  
OCCASIONALLY.  
IT COMES FROM  
WHAT YOU DO  
CONSISTENTLY.**

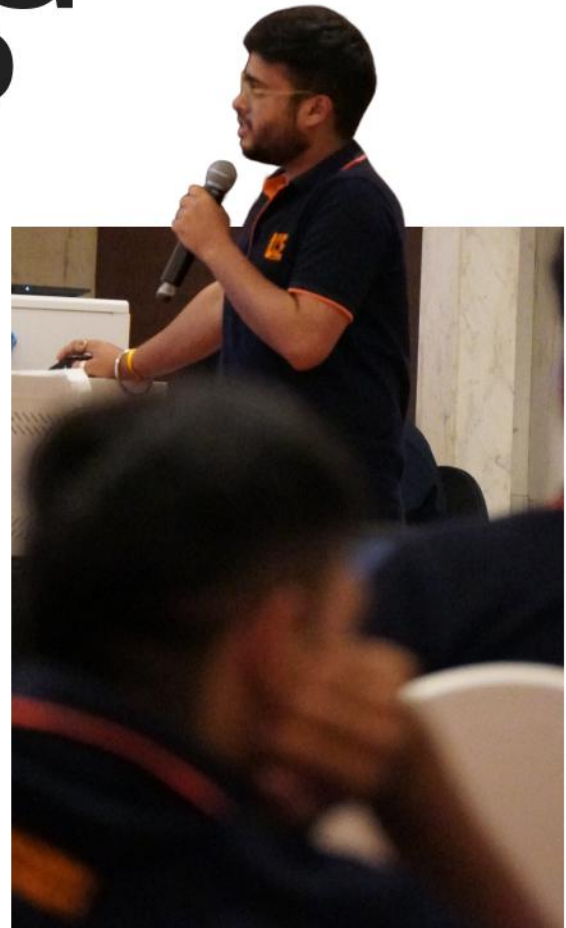


# FROM IMAGING PRECISION TO WORKFLOW PERFECTION

The day began with a focused session by Dr. Rhythm on the working and positioning aspects of CBCT (Cone Beam Computed Tomography) and OPG (Orthopantomogram) machines. He explained image capturing protocols, patient positioning, hardware configurations, and clinic requirements in an easy-to-digest format.

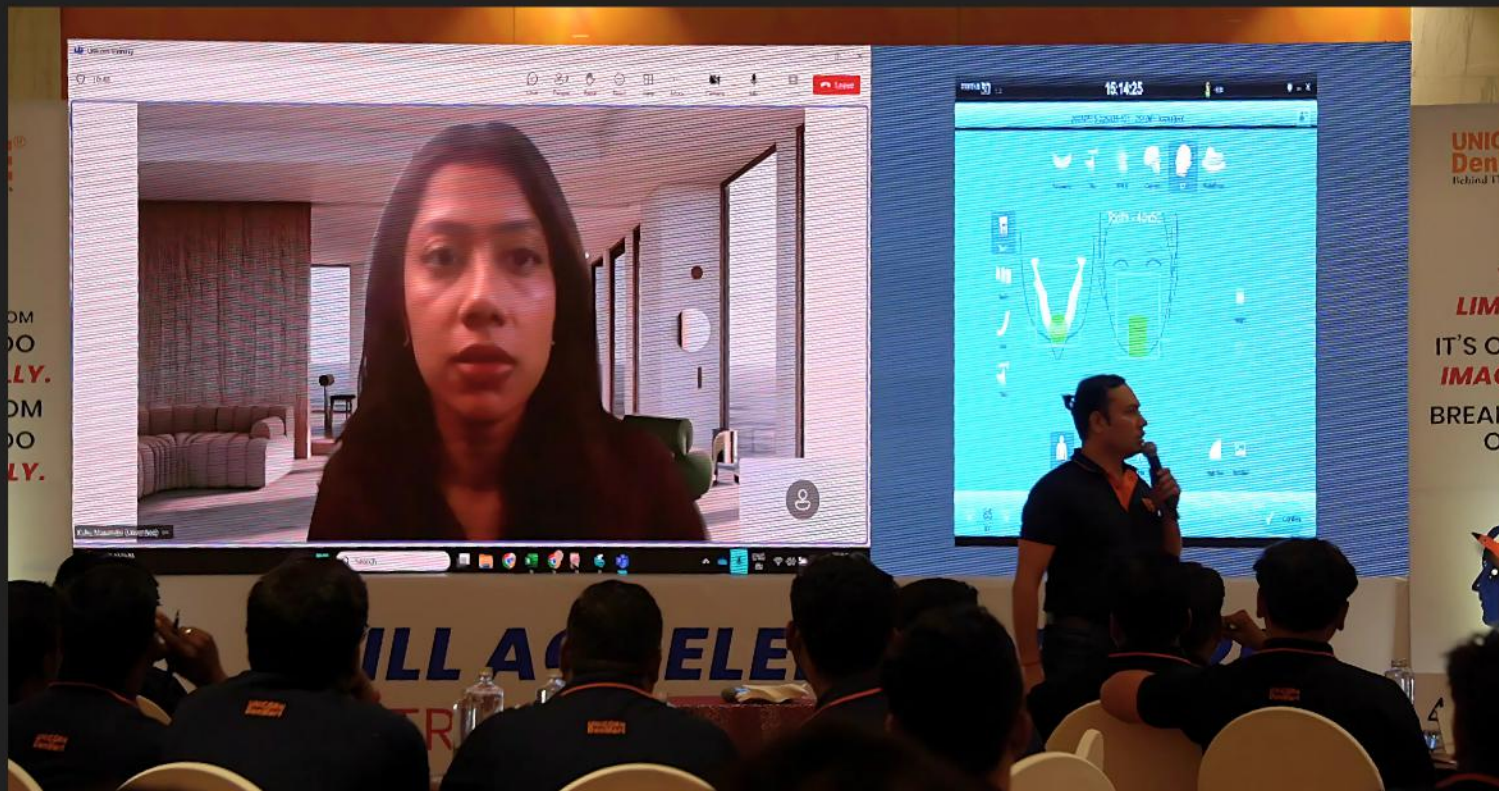
By highlighting field of view (FOV) selection, radiation safety, and comparison between basic and advanced models, Dr. Rhythm gave the sales team everything they need to confidently guide doctors in choosing the right radiology system.

**“** Know the image. Understand the setup. You'll never miss a sales opportunity. **”** – Dr. Rhythm





# BREAKING BARRIERS WITH DIGITAL LEARNING



Even across screens, Dr. Kuhu's online session created a powerful connection — removing the physical boundaries of learning and bringing the brilliance of Carestream CS 5200 RVG straight to the team's minds. With clarity and conviction, she explained how the CS 5200 isn't just an RVG — it's a tool of trust for doctors who demand precision and speed. She simplified sensor specs, workflow benefits, and patient comfort angles, turning technical features into compelling stories the team could confidently carry forward. By the end of the session, one thing was clear: with the right knowledge, even distance can't dilute impact.



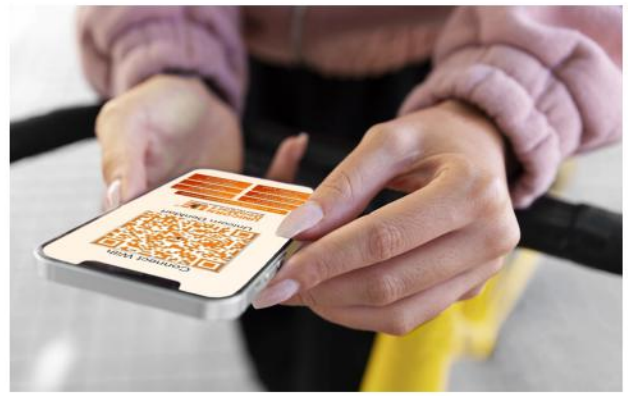
Dr. Anant concluded the day with a powerful session on the Xpect Vision Digital Imaging Sensor — highlighting its AI-powered clarity, IP68 waterproof design, and 3-second image capture.

He explained how its precision and durability make it ideal for busy clinics, and helped the team understand how to pitch it as a premium diagnostic solution that builds doctor trust.



# SERVICE WORKFLOW DECODED

Session by Mr. Govind & Ms. Leena



One of the most insightful sessions of Day 3 came from Mr. Govind and Ms. Leena, who took the team behind the scenes into Unicorn's robust service workflow. They explained how service isn't just about fixing issues — it's about building long-term trust.



From installation protocols and AMC structures to turnaround time (TAT), CRM tracking, and emergency escalation procedures, the duo broke down how every request is handled with precision and accountability. The session helped the sales team understand how to set the right expectations, reassure doctors, and position Unicorn's service as a competitive advantage.



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Step 2  
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Step 3  
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MOISTURE CONTROL	SERVO STABILIZER OUTPUT CHECKING	PLASTIC COVERS REFITTING	

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At Unicorn Denmart, service is more than support—it's a promise. Our nationwide network, expert engineers, and swift response system ensure uninterrupted performance for every clinic. We don't just install machines; we build lasting trust. With every visit, update, and resolution, we reaffirm our commitment to empowering India's dental professionals every day.



# FROM INTRAORAL SCANNING TO LAB INTEGRATION

## The Digital Ecosystem Unfolds



Day 4 was all about embracing the digital revolution – from chairside scanning to lab CAD-CAM workflows.

The day began with Mr. Akshat leading a high-energy session on Shining 3D and 3Shape TRIOS intraoral scanners. He broke down technical specifications, unique selling points, and how to position each scanner based on clinic size, volume, and specialization. He emphasized the growing shift from impression trays to chairside scanning, encouraging the team to sell workflow efficiency, accuracy, and patient comfort – not just the scanner.

“You’re not replacing impressions – you’re upgrading the entire patient experience.” – Mr. Akshat



Following theory came action. Dr. Aditya and Dr. Anuj led a 2-part hands-on scanning practice session where participants got live exposure to scanning with demo units. They guided the team through real-time tips on angulation, retraction techniques, and capturing full arches. This session gave the team not just technical clarity, but the confidence to conduct or support demo scans at clinics.





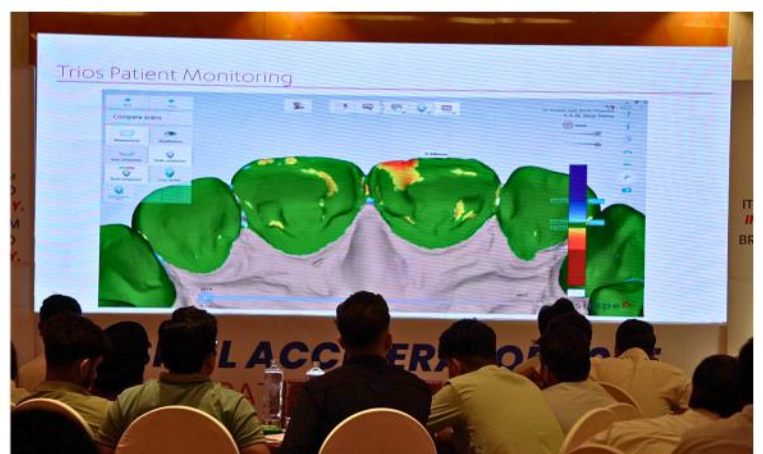
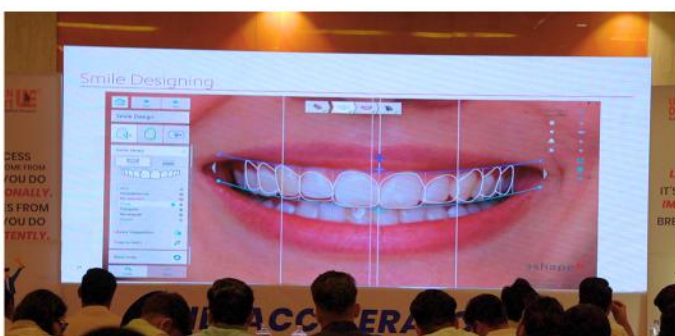
# PITCHING TRIOS SCANNERS

3shape 

The day ended on a practical note with Dr. Ankit Jha conducting a focused session on how to pitch TRIOS scanners. He shared real clinic case studies, objection-handling techniques, and pricing strategies. His approach highlighted the emotional and business logic behind scanner adoption — enabling the team to position the TRIOS not as a cost, but an investment.



One of the most impactful moments of Day 4 was the live demonstration of the 3Shape TRIOS software, conducted by Dr. Ankit Jha. With seamless flow and clinical clarity, he walked the team through the entire digital scan journey — from impression capture to real-time visualization, bite analysis, and shade matching. He showcased how TRIOS enhances diagnostic accuracy, simplifies communication with labs, and empowers dentists to deliver faster, more predictable outcomes. Participants witnessed how intuitive the interface was, and how AI-powered features like patient monitoring and treatment simulations make TRIOS a true clinical asset — not just a device.





# GALA DINNER

A NIGHT TO CELEBRATE, CONNECT & CHERISH



After four intense days of learning, hands-on practice, and clinical deep dives, the evening unfolded into a celebration — the Skill Accelerator 2025 Gala Dinner.

Hosted in the elegant banquet hall of Hyatt Centric, the evening brought together trainers, trainees, and leadership in a relaxed, joyful atmosphere. Laughter replaced lecture notes, and conversations flowed as freely as the music. It wasn't just a dinner — it was a toast to growth, effort, and unity.

Team members across divisions bonded over shared stories, danced with new confidence, and celebrated the spirit that drives Unicorn Denmart — people first, always.

The night reminded everyone that while knowledge powers success, **it's camaraderie that makes the journey memorable.**





# CHAIRSIDE EXCELLENCE

## Understanding Dental Chairs

The day began with an in-depth session by Pardeep Sir, who explained the features, engineering, and ergonomics behind Anthos chairs. Known for their Italian design, Anthos units are a blend of luxury and performance. The team learned how to highlight its doctor-friendly controls, patient comfort modules, hygiene systems, and integration capabilities with accessories like intraoral cameras and micromotors. Pardeep Sir also emphasized how to pitch Anthos to upscale clinics focused on quality, brand value, and long-term ROI.



Post-lunch, Mr. Mohit Mavi gave a focused breakdown of the Ureka & Elite Ureka Dental Chairs, emphasizing their build quality, robust design, and suitability for high-traffic clinics. He walked the team through installation insights, common servicing checkpoints, and how to use Ureka as a high-value offering in the mid-range segment.

Mr. Manish Bagga conducted a comprehensive session on the Gnatius chair models – covering everything from control panels, delivery systems, upholstery options, to model differences. He highlighted how to match a chair based on clinic size, budget, and future upgradability – helping the team sell consultatively rather than competitively.





# EMPOWERING SALES THROUGH MARKETING

In his address to the team, Dr. Vijay emphasized that marketing is not just about creating visibility — it's about creating value-driven impact for the sales force. He shared how every piece of communication — from a banner in a dental college to a social media reel — is designed to make clinic conversations easier, more credible, and more consultative.

Dr. Vijay highlighted how the marketing team aligns campaigns with ground-level sales goals, whether it's launching a new product, supporting a region with localized content, or crafting clinical stories that resonate with dentists. He encouraged the team to not just sell equipment, but to sell solutions backed by strategy — supported by consistent digital and offline brand messaging.

He also addressed how Unicorn's unique positioning in the Indian dental market is a strategic advantage that sales professionals should proudly leverage. From pre-sales support like customized presentations to post-sale trust-building with follow-up creatives, he reinforced that marketing and sales are two pillars working together to build relationships — not just revenue.

**“** *Marketing is not your backup — it's your launchpad. Use it to enter clinics, build trust, and lead with value.”* – Dr. Vijay

Mr. Sumit followed with a detailed walkthrough of the marketing tools available — from social media promotions to website content, lead magnets, creatives, blogs, and digital brochures. He showed how every post, reel, blog, and landing page is crafted with the sales team in mind, giving them stronger digital visibility and smarter clinic entry points.





# TOOLS OF PRECISION

The day began with a focused session by Dr. Anant, who explained the mechanical brilliance and clinical importance of NSK air-driven handpieces and electric micromotors. He highlighted key features like torque control, noise reduction, ergonomic grip, speed variations, and long-term durability – essential when pitching to clinicians focused on efficiency and patient comfort.

Through comparison demos, real clinical use-cases, and objection-handling tips, Dr. Anant empowered the team to position NSK tools not just as handpieces, but as instruments of clinical precision and patient trust.



# WORDS OF VISION THE HEART BEHIND UNICORN



As the curtains began to draw on Skill Accelerator 2025, the atmosphere turned emotional when Mr. Shammi Gumbhir, the visionary Founder of Unicorn Denmart, took the stage. What followed wasn't just a speech – it was a heartfelt conversation from a leader who has built not just a company, but a family with purpose.

He spoke about the early days of Unicorn, how it started with a single chair and a dream to elevate Indian dentistry. With stories of struggle, perseverance, and unwavering belief, he reminded the team that every role in Unicorn – from sales to service to marketing – plays a part in transforming the lives of dentists and patients across India.

Mr. Shammi expressed his pride in seeing a room full of young, capable professionals ready to carry forward his vision. But more importantly, he emphasized that success at Unicorn is not just about numbers – it's about how we support doctors, build trust, and represent the company with dignity and knowledge.

He urged the team to remember that training is not a one-time event – it's a mindset of lifelong learning and accountability. His words resonated deeply with every listener in the room.



# DRIVING PERFORMANCE WITH PURPOSE



Following Mr. Shammi Gumbhir's emotional address, Mr. K.L. Sharma, Sales Head of Unicorn Denmart, delivered a powerful and purpose-driven message to the entire team. Known for his disciplined approach and strategic clarity, Mr. Sharma used this moment to connect deeply with the field force and instill a clear direction for what lies ahead.

He began by acknowledging the dedication shown by every participant during the week-long training. He highlighted how Skill Accelerator 2025 was not just about product learning, but about building the mindset and discipline of high-performing sales professionals. He reminded the team that knowledge, without consistent execution, serves no purpose — and that in sales, consistency is the real competitive advantage.

Mr. Sharma laid out his vision for the future of Unicorn's sales force:

- To move from transactional selling to consultative, clinically driven sales
- To become true brand ambassadors of Unicorn in every city and clinic
- To earn doctor trust through product clarity, ethical conduct, and service-first attitude

He emphasized the need for ownership, accountability, and teamwork — where success is not about individual wins, but collective growth.

“Every call you make, every clinic you enter, is a reflection of Unicorn's legacy. Sell with knowledge, follow up with commitment, and serve with pride.” – Mr. K.L. Sharma

He closed his address with a clear challenge: to take what was learned in the training and translate it into action, revenue, and respect in the market — because, as he put it, “When the team performs, the brand leads.





# BEHIND EVERY SUCCESS STORY



# THERE'S A UNITED TEAM





# THE REAL POWER OF UNICORN



# OUR PEOPLE









# THE CAD-CAM FORCE

## BEHIND THE FUTURE OF INDIAN DENTISTRY



# LEARNING TOGETHER. GROWING TOGETHER.





# SKILL ACCELERATOR 2025

**UNICORN  
DenMart**  <sup>®</sup>  
Behind The Best Indian Dentists

It Wasn't Just a Training

**IT WAS A MOVEMENT**

To serve every dentist not  
just as a seller but as a

**TRUSTED CLINICAL PARTNER.**

**Team Unicorn** is now  
more **Stronger, Smarter,  
& Future-Ready.**

Because when our team grows,

Our Doctors Benefit

Their Clinics Scale

and Indian dentistry levels up

**Here's to Team Unicorn.**

And here's to **Building Clinics** of the  
**Future — TOGETHER.**





# FROM THE EDITOR



As we turn the final pages of Skill Accelerator 2025, what stays with us is not just the training — but the transformation. This six-day journey brought together the best of Unicorn Denmart: a commitment to continuous learning, a passion for clinical excellence, and a shared purpose to empower every sales professional across India.

Each session, each demonstration, and each conversation was a step toward building a stronger, more confident team — one that doesn't just sell, but truly supports the growth of every dental practice we engage with.

This magazine is a tribute to that journey. A collection of moments, lessons, and insights that remind us of our collective strength — and the vision we share.

To every trainer who shared their knowledge, to every participant who showed up with curiosity, and to every leader who guided us — thank you.

Let's continue to grow, serve, and lead — as one Unicorn.

**Sumit Kumar**

Deputy Manager – Content Marketing





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