

FOR IMMEDIATE RELEASE

Sales Expert Doug Dvorak to Deliver Opening Keynote at Kettenbach Dental's 2026 National Sales Meeting in Orange County, CA on January 19 & 20, 2026

Orange County, CA – (Month TBD, 2026) – Kettenbach Dental announced today that internationally recognized sales speaker, author, and trainer **Doug Dvorak** will deliver the **opening keynote address** at the company's 2026 National Sales Meeting, taking place in Orange County, California.

A Certified Speaking Professional (CSP) and member of the NSA Speaker Hall of Fame, Doug Dvorak has trained and inspired thousands of sales professionals across 100+ countries. His keynote—"Selling Smarter in a Data-Driven Dental World"—will focus on modern sales strategies, emotional intelligence, and navigating the evolving landscape of dental sales through science-based communication and value-first consultative selling.

"Doug brings a world-class combination of humor, real-world experience, and science-based selling that aligns perfectly with the future of dental sales," said Ryan Moore – National Sales Manager with **Kettenbach Dental USA**. "Our team will walk away energized, trained, and ready to elevate their sales performance in 2026 and beyond."

Dvorak's keynote will cover:

- Leveraging emotional intelligence and DISC communication to influence clinicians
- Translating clinical value into commercial conversations
- Consultative selling techniques for dental decision-makers
- Increasing case acceptance through science-backed persuasion strategies
- Practical tactics for accelerating the sales cycle in competitive dental environments

Dvorak has delivered over 2,000 keynotes worldwide and has been featured in **The Wall Street Journal, USA Today, Forbes, and CNN**. His clients include Google, Intel, IBM, HP, Unilever, Cisco, and Fortune 500 sales teams across healthcare and medical device industries.

"I'm honored to partner with Kettenbach Dental at a time when dental technology, innovation, and clinical decision-making are advancing faster than ever," said Dvorak. "Sales teams in dentistry are uniquely positioned to help dentists improve patient outcomes—and that starts with communication, credibility, and building strong clinical relationships."

The 2026 National Sales Meeting will bring together Kettenbach Dental sales professionals, marketing leaders, and clinical partners from around the world for three days of advanced [sales training](#), education, and strategy.

About Doug Dvorak

Doug Dvorak is a global sales trainer, motivational speaker, and CSP Hall of Fame speaker who has impacted professionals across 100+ countries. Founder of The Sales Coaching Institute, he specializes in sales performance improvement, leadership development, and communication skills based on psychology, data, and proven methodology.

Learn more at: DougDvorak.com

About Kettenbach Dental

Kettenbach Dental is a leading provider of advanced dental materials and innovative clinical solutions recognized globally for excellence in restorative dentistry, impression technology, and patient-focused clinical products. With more than 75 years of scientific leadership, Kettenbach continues to shape the world of modern dental care.

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