

# PUTTING YOUR BEST SMILE FORWARD IN TODAY'S BUSINESS WORLD

A SMILE IS A VERY POWERFUL ASSET. It can be the deal breaker in a sales career. It can be the assurance your client needs to trust you'll do the job right. A simple smile is often the best way of exuding confidence, engaging conversation and building trust – all without saying a single word.

Why is a great smile so important when considering business success? First impressions are always important, no matter what your occupation. Whether you are a news anchor in front of a camera on a regular basis, or a bank teller who greets hundreds of people every day, it's a simple fact that a bright and pleasant smile is a great tool to putting a person at ease.

Meet Frank Vincent. He is an Evansville native and a full time firefighter for the Evansville Fire Department. You probably wouldn't think someone in Frank's line of business would place a value on having a great smile, but even firefighters find themselves in situations where they have to exude confidence and comfort to their – albeit unfortunate – customers at hand.

When he first visited Dr. Norton's office, Frank said he wanted to improve the way he looked. "My teeth were dull, I



definitely wanted them whitened," he said. "And I had an uneven line in my top teeth that I wasn't happy with."

After all was said and done, Dr. Norton positioned eight new porcelain veneers in the top of Frank's teethline, and then whitened Frank's lower teeth with Zoom 2 – as seen on Extreme Makeover, the latest in teeth whitening products. The results are amazing.

When asked if his new smile has changed his self esteem, Frank admits he enjoys the attention his new look has gotten. "Just the other day," he recalls, "I responded to a kitchen fire. The lady whose house I was at couldn't stop talking about how nice my smile is." He added that while grateful for the attention, he had to pull himself away to take care of his business – putting out fires.

Frank is looking forward to pursuing a political career in the future – another profession where a polished image and an abundance of self-confidence are a great asset. But for now, he's happy serving Evansville as a firefighter – you can tell from the smile on his face.

According to a recent study performed by the American Academy of Cosmetic Dentistry (AACDC), virtually all Americans – 99.7% - believe a smile is an important social asset. In addition, 74% of adults feel an unattractive smile can hurt a person's chances for career success.



*Glenn H. Norton* D.M.D.  
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for a Lifetime*

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