

## CUSTOMER AGE VS. SALES: *a look at ones lab's data*

This chart breaks down one large laboratory's sales volume by the age of its clients, illustrating that nearly half of its total sales are attributed to dentists in their 50s.

*"It shows a real challenge that I would guess mirrors the situation of many other labs—many of whom may not realize it," says the lab owner. "We all have to be prepared to replace the 50% of our business that will be retiring in the next 10 years."*

