

SUCCESS STORY

Rocky Mountain Sedation

BILLINGS, MT



BACKGROUND

Rocky Mountain Sedation (RMS) provides new certification and ongoing training to dental professionals. Dr. Cory Pickens has tremendous knowledge in sedation practices and strong presentation skills, while partner Robert Boyce provides the sales background needed to balance the partnership. Dr. Pickens and Mr. Boyce came to the Billings SBDC to refine marketing for their startup business.



ASSISTANCE

SBDC Billings Business Advisors recognized immediately that marketing refinement was only the first step in re-thinking the business strategy. Advisors Dena, Chad, Ben and John Klamon from the SBA, worked with RMS to develop a new plan. The process of developing an overall plan allowed the business partners to find new marketing opportunities, implement better processes, integrate best practices for their specific business, and better understand financial projections when approaching lenders.



IMPACT

Rocky Mountain Sedation was able to approach the bank with a plan from the Billings SBDC that was already rendering results. Not only were they approved for a loan, but have increased revenue drastically.



“The SBDC helped turn our business around.”

-Dr. Cory Pickens

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