



ANSWER KEY

Quiz for Comprehension - Segment Two

1. What is a buying signal?

- A) When a dad crosses his arms
- B) Verbal and non-verbal clues that tell you a prospect is ready to buy**
- C) When a patient brings in their shock and awe folder
- D) When a parent doesn't ask many questions but agrees with you

Look and listen for the clues that patients and parents will give you that show you exactly what they want from your office. If you can deliver and exceed their expectations, they will start treatment with your office. Fail to listen to what they want and they will never start.

2. What is an objection?

- A) A questions or concern that must be handled before a patient will buy.**
- B) When a patient doesn't purchase treatment
- C) Negotiating with a patient or parent
- D) Something you overcome by pressuring a patient or parent

Most doctors and treatment coordinators think "objections" are bad things, but in reality, they are exactly the things that will help you get to "YES" with the patient and parent when you solve their concerns or special requests. For example, "I wasn't expecting to spend that much," is not really a deal-ending objection. The patient didn't say "I'm not going to spend that much." They merely said they "weren't planning on spending that much." Well, consumers don't plan on spending twice what they budgeted at Disney, but 72% of the people visiting Disney World do exactly this, and they leave happy having done so.

3. **What is the 4 minute social rule?**

- A) When you talk to a parent and patient about starting treatment for four minutes
- B) When you can sell a parent and patient on braces in four minutes or under
- C) When you allow the patient or parent 4 minutes to talk without interrupting them
- D) When you spend 4 minutes getting to know your patient and the parent.**

In nearly any situation, you should spend the first 4 minutes getting to know the person you're talking to. Most people will focus on one of four areas in conversation: Family, Occupation, Recreation or Money. (FORM) Start with open-ended questions about one and within a few minutes, you'll know exactly where this person is focused.

4. **What is an open-ended question?**

- A) Any question that has an answer.
- B) Any question that the patient and parent cannot respond to with "yes" or "no"**
- C) Any question that the patient and parent can respond to with "yes" or "no"
- D) Any question that is left unanswered by the parent or patient

One of the most-powerful ways to elevate your level of communicator from ordinary to extraordinary is to spend more time asking good questions and allow the other person to talk the most. In a conversation where someone is asking the right questions and the other person is talking more, the person asking the questions is in control of the conversation.



5. Why is it important to role-play?

- A) It isn't really important as long as you know the scripts
- B) Because the doctor insists it is important
- C) Because practicing makes you more comfortable and prepared with the script**
- D) Because you will never close any cases if you don't

Nothing prepares you for using these scripts quite like role playing. Watching the videos and studying the handouts and transcripts is an important component to building your library of knowledge, but you must practice the scripts by role-playing out loud and in scenarios that mimic the actual new patient examination environment in order to achieve competency in the T.C. Academy System.

6. What are patients interested in talking about during the Four Minute Social Rule?

- A) Family
- B) Occupation
- C) Recreation
- D) Money
- E) At least one of the above if not all

Most people will focus on one of four areas in conversation: Family, Occupation, Recreation or Money. (FORM) Start with open-ended questions about one and within a few minutes, you'll know exactly where this person is focused. Talk about the area that interests the patient the most and you'll establish powerful rapport.

7. **How long on average does it take a doctor to interrupt a patient?**

A) 8 seconds

B) 16 seconds

C) 30 seconds

D) 60 seconds

According to a study performed at The Mayo Clinic, it took doctors, on average, only 16 seconds to interrupt a patient after asking the patient a question. Be sure you avoid this critical mistake. Your mother was right. You have two ears and one mouth for a reason. You should listen twice as much as you talk.

8. **What is the pass off from TC to doctor?**

A) When the TC leaves the room to get the doctor

B) When the doctor takes over the entire exam

C) When the TC restates objections or buying signals in front of the doctor and parent

D) When the TC takes the patient to doctor so he can examine the patient

It is critical that the TC restate the objections and buying signals in front of the patient, parent and the doctor (even if the TC just recently reviewed them outside the room with the doctor alone) because many parents will change their objections and double-down on their buying signals. It's important for these to be verbalized in front of the ultimate authority in the practice, the doctor.



9. Whose objections do you have to address?

- A) Mom only because she is paying for orthodontic treatment
- B) The child only because she is the one who will receive the orthodontic treatment
- C) Neither, the doctor knows what the patients needs and will recommend the best plan
- D) Both the parent and patient**

Many parents allow their children to decide who will be their orthodontic provider. Although I believe this to be potentially dangerous if the child choose an office that is merely popular with their friends and I disagree that any parent should allow this, I'm still aware of this phenomenon and I make sure to address the patient's concerns and make sure they are comfortable before I assume anything on the part of the parent.

10. What is the first domino in the scripting process?

- A) I'm curious, what options have you considered?**
- B) Do you want braces or Invisalign?
- C) Have you considered your options?
- D) Present the treatment options (clear, aligners, lingual) and talk the benefits of each

Before you can talk about treatment length, price and financing options, you must make sure the patient and the parent have had an opportunity to share with you which options they have considered. Most patients and parents have some sort of idea what they want their treatment to look like (clear braces, metal braces, lingual, Invisalign, etc). and you must allow them the opportunity to tell you what they've considered, even if you know immediately that someone isn't a candidate for a particular type of treatment.