



ANSWER KEY

Quiz for Comprehension - Segment Three

1. What is the best example of how you say no to a patient who wants a treatment that isn't the best option for them?

A) I wish I could, so that you aren't in treatment for years longer than you need to be, how do you feel about getting this done right the first time in the least amount of time possible?

B) No, that's not the best thing for you. Don't you agree?

C) Address the parent only and tell them it's not possible.

D) We can, but you won't be happy with the result. Let's do it the right way.

You must agree with the patient and parent, even if they aren't a candidate for a particular type of treatment. "I wish we could do Invisalign. My fear and my concern is that you'll spend years in treatment and you still won't get the type of results you want. So that you're not in treatment forever and so that you can get the best result in one round of treatment, how do you feel about wearing clear braces instead?"

2. What is the second domino in the presentation scripting?

A) What options have you considered?

B) Treatment Length

C) Treatment Cost

D) When are you starting treatment?

I see a lot of doctors and treatment coordinators overlook this somewhat-common objection of "Wow! I thought we could do this in a few months with a retainer."

3. **What is the best scripting for the second domino?**

A) You're going to be in treatment for 18-24 months.

B) Is it okay with you if you're in treatment for 18-24 months?

C) I think you're going to be in treatment for about 18-24 months. Is that OK with you?

D) Based on your bite and the amount of crowding you have, you will be in treatment about 18-24 months. How does that sound to you?

Make sure you never assume the patient is prepared for 18 or 24 months in treatment. Many think they can get this done before their wedding in 6 months. Give them an opportunity to state that objection before going to the next domino.

4. **Which domino is typically the easiest to overcome?**

A) Domino #1

B) Domino #2

C) Domino #3

D) Domino #4

Because this domino is the easiest to achieve agreement with between the TC, doctor and patient, it's often overlooked. Please do not fail to ask an open-ended question after you've presented how long you think treatment will take.



5. Who needs to agree to domino #2?

- A) The parent
- B) The patient
- C) The doctor
- D) All of the above**

Often, the parent and the doctor are on the same page with respect to treatment time but the patient is not. Please make sure everyone in the room is on the same page with how long treatment will take.

6. Scripting is designed to:

- A) Give the TC a system, providing more freedom to help patients**
- B) Be constricting
- C) Be concise and done "to the letter"
- D) Give the doctor talking points so he can explain treatment extensively

Many salespeople think that sales scripts are restrictive and prevent them from "doing their thing" and "thinking on their feet." In reality, sticking to a script and presenting things in the right way, consistently, allows you much more free time to learn more about your patient, their hobbies and what makes them unique.

7. **How do you overcome the objection "I have to talk to dad"?**
- A) Ask mom why she needs to talk to dad
 - B) Confront mom and tell her that doesn't really need to talk to dad
 - C) Ask mom what she thinks dad would say if he were here**
 - D) Ignore it

The best way to deal with an objection is to deal with it head-on. Ask mom what dad would say if he were here. Most moms know that dad wants her to pick a doctor she trusts and where she feels comfortable. Mom didn't need dad's permission to buy her last expensive hand bag or pair of shoes. Mom is decision maker for over 85% of households. When she says she needs to talk to dad, she's saying, "You haven't given me enough reasons to say YES to treatment yet."

- 8.) **If mom says that dad wants the best deal, you should talk about...**
- A) The doctor's credentials and schooling
 - B) The things that set your office apart and your "apples to oranges" comparison**
 - C) How you can price match anyone in town
 - D) The staff and how nice you are

Now is your chance to shine. Show mom how choosing another orthodontist in town really can't even be compared to what you do at your office because no one else does what you do at your office (late and early hours, lifetime satisfaction guarantee, multiple locations, best materials, stand behind your work, remove all the risk for the family).



9. **What is an example of a unique selling proposition?**
- A) Late hours and weekend hours
 - B) A lifetime satisfaction guarantee
 - C) Free whitening and second set of retainers included with all treatments
 - D) All of the above**

Make your answer to this question: "Why should I, as a consumer in your market, choose your orthodontist for my orthodontic care, considering all the options I have, including the option of doing nothing?" Then, be sure to share your answer to that question with everyone you meet in every media possible and at every opportunity possible.

10. **If mom says she needs to talk to dad first, it is...**
- A) An objection
 - B) A buying signal**
 - C) A sign you need to revisit the 4 minute social rule
 - D) None of these

Again, most orthodontists think this is an objection, but anything other than a hard "NO WAY!" is not an objection, it's an issue to be resolved. 99.9% of the things you think are "objections" are really buying signals that show you exactly how a patient wants to buy from you. A mom that says she needs to talk to dad first is just telling you, "Give me more reasons why you're the obvious choice and I will go home and show dad why I obviously chose this amazing office."