



## ANSWER KEY

### Quiz for Comprehension - Segment Four

- 1. What is the third domino?**
  - A) What options have you considered?
  - B) Treatment Length
  - C) Treatment Cost**
  - D) When are you starting treatment?

Treatment cost, the third domino, can only be addressed after you and the patient / parent have agreed on the treatment option and the treatment length. There is no use talking about money until you have knocked over the first two dominos. Think about it. If a patient or parent switches their mind and now wants SureSmile or Invisalign and you have premium fees for those services, you have to go all the way back to domino #1. Knock them over in order if you want to get the best results..

- 2. Who should talk about money to the patient in the third domino?**
  - A) The financial coordinator
  - B) The doctor**
  - C) The TC
  - D) The office manager

The ultimate authority in the room is the doctor. Our secret-shopper and third-party survey data on this issue are clear. When the doctor leaves the room without addressing the case fee, the treatment coordinator gets thrown under the bus by parents who decide to change their mind about objections and delaying their decision.

3. **On average, how many patients will not be a good fit for your practice for one reason or another?**

A) 2%

B) 5%

**C) 15%**

D) 21%

With successful implementation of the skills you learn in the TC Academy, you should consistently convert above 80-85% of your new patients. Some months you might convert at 78% and other months you might convert at 92% or more, but long-term data show approximately 10-15% of your new patients will simply not choose your office for one reason or another (money, location, they didn't like the color of your tie) and that's OK.

4. **What is the Take-Away?**

**A) Scripting that takes the sale away and the option off the table**

B) When the doctor tells the patient they can't have Invisalign

C) Scripting that helps take away any objections

D) When the doctor takes away the patient's fears

It is not needed often, but when needed, the takeaway sale is extremely effective in ending the conversation or bringing the parent back closer to your side and helping them make a decision.



**5. Why do you give a range when talking about fees?**

- A) So you can quote lower than the range
- B) So you can quote higher than the range
- C) So the parent gets uncomfortable with cost
- D) So the parent has an idea about what to expect for cost**

The first time money is discussed should not be after the doctor has left the room and the treatment coordinator drops the bomb of a big number on the parent or patient.

**6. What is the range you should give when talking about fees in Domino #3?**

- A) \$500
- B) \$1,000
- C) \$2,000**
- D) \$3,000

Based on consumer research, every business should have different levels of what they sell. Your fee range might be based on different levels of membership or based on the patient's insurance. 10-15% of patients will take the highest option simply because that's the type of buyer they are. Think of first-class airline tickets, the option for hand-stitched leather seats in a new car, backstage VIP tickets, or the concierge level of a hotel. You need an upgraded version of what you do. This allows the fee range to make perfect sense in the mind of the consumer.

7. **What is the fourth domino?**

- A) What options have you considered?
- B) Treatment Length
- C) Treatment Cost
- D) When are you starting treatment? Now or later?**

The rubber must meet the road eventually if you're going to get anywhere. You won't get what you won't ask for, or at least not as often, so be sure to ask, "I'm curious. Is this something you're doing NOW or something you're PUSHING OFF until later?"

8. **Why must the doctor discuss money with the parent?**

- A) Because he or she is the ultimate authority to the parent and patient**
- B) Because he has an orthodontic degree
- C) Because he owns the practice
- D) None of these

The ultimate authority in the room is the doctor. Our secret-shopper and third-party survey data on this issue are clear. When the doctor leaves the room without addressing the case fee, the treatment coordinator gets thrown under the bus by parents who decide to change their mind about objections and delaying their decision.



9. **What do you do if mom has objections about money?**
- A) Tell her it's not a big deal and that her child needs orthodontic treatment
  - B) Ask if her concerns are more about the initial investment or the monthly payment**
  - C) Ask mom if she needs to talk to dad before making a decision
  - D) Let mom know it's okay and that everyone has issues with money

Money objections can be overcome for most consumers when you consider the fact that most parents pay more for a family of 4 smartphone plan than they will for braces. And, the point should be made that the braces payment will stop eventually, but the mobile phone bill goes on forever and ever. One of those two investments, by the way, provides a lifetime of returns, confidence and life-changing potential. The other is just a bill that never ends.

10. **Who does most of the work during the properly scripted New Patient Exam?**
- A) The TC
  - B) The doctor**
  - C) The financial coordinator
  - D) The patient

Although we do not believe it is difficult work for the doctor to do, when he or she stays on script and gets in and out of the room on time, the power of having the ultimate authority in the room get to the heart of the matter with the domino system is a powerful boost to any practice that will seriously implement this system.