



ANSWER KEY

Quiz for Comprehension - Segment Six

1. To get a patient to move forward when discussing money, good scripting is to say:
A) **If we can get the numbers to make sense for you, how do you feel about moving forward with treatment today?**
B) We will make sure you get the lowest monthly and initial investment, are you ready to move forward?
C) I understand your biggest concern is money but are you ready to move forward?
D) I know you went to another orthodontist but if we can price match, do you want to come here instead?

Always use open-ended questions. You might consider switching the word "feel" for "sound" or "look" depending on whether you've determined the patient or parent is more kinesthetic, auditory or visual, respectively.

2. **What should the doctor say to a patient or parent who asks how much they have to put down towards treatment?**
A) I don't know, that's the TC's job.
B) It depends... how much do you have?
C) The TC will go over that with you.
D) **We will make sure that your initial investment is comfortable for you. How does that sound to you?**

Some parents who have "objections" to the price simply want to save some money by paying in full, so never assume someone can't afford your fee.

3. **What do you say if a child patient expresses that they don't want braces?**
- A) Wait for mom to tell the child he is getting them no matter what
 - B) Ask the child to tell you more about why he is concerned about getting braces**
 - C) Laugh it off and move forward with your presentation
 - D) Tell the parent that if he doesn't want them, you're all wasting your time and to come back in a couple years

If the child won't answer the question, "I'm curious, tell me more about that." You can help them by asking, "Are you more concerned with how they look, how they feel, etc.?"

4. **When do you use the Rate Yourself On a Scale of 1-10 exercise?**
- A) When you need to find the level of engagement with the patient or parent**
 - B) When you are asking the mom how much she can put down towards treatment
 - C) When you ask the patient how many orthodontic consultations they have been to
 - D) None of these

This technique is not always needed but it is a powerful tool when you discover a patient, parent or both to be lower on the engagement scale with your questions. You can quickly find out what the buying signals and objections are if you use this technique.



5. A good frame of reference for monthly payments is:

- A) Your car payment
- B) Your mortgage payment
- C) Your cell phone bill**
- D) Your morning coffee

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.

6. With the Rate Yourself Scale exercise, what is the dividing line?

- A) 4/5
- B) 5/6**
- C) 6/7
- D) 7/8

Typically anything 5 or under needs to be probed for "I'm curious, why didn't you rank yourself higher?" This will uncover the objections. Anything 6 or over should be probed for, "OK, that's cool. I'm curious why you didn't rate yourself any lower." This will uncover buying signals.

7. Should you always use the Rate Yourself Scale exercise?

- A) No, sometimes it doesn't apply to the situation and/or you don't need it**
- B) Yes, you always need to use this exercise in every new patient exam
- C) No, you should rarely use it
- D) Yes, it applies to every domino you must overcome

This technique is not always needed but it is a powerful tool when you discover a patient, parent or both to be lower on the engagement scale with your questions. You can quickly find out what the buying signals and objections are if you use this technique.

8. If the patient says they are a 4 on a scale of 1 to 10, you should say:

- A) I'm curious, why didn't you rate yourself lower?
- B) I'm curious, why you aren't a ten?
- C) I'm curious, why didn't you rate yourself higher?**
- D) I'm curious, you didn't say 1 so you must be interested in braces, right?

Typically anything 5 or under needs to be probed for "I'm curious, why didn't you rank yourself higher?" This will uncover the objections. Anything 6 or over should be probed for, "OK, that's cool. I'm curious why you didn't rate yourself any lower." This will uncover buying signals.



9. **If a patient says they are a 5 or lower on the scale, they are giving you their:**
- A) Buying signals
 - B) Objections**
 - C) Complaints
 - D) Reasons

Typically anything 5 or under needs to be probed for "I'm curious, why didn't you rank yourself higher?" This will uncover the objections. Anything 6 or over should be probed for, "OK, that's cool. I'm curious why you didn't rate yourself any lower." This will uncover buying signals.

10. **If a patient says they are a 6 or higher on the scale, they are giving you their:**
- A) Buying signals**
 - B) Objections
 - C) Complaints
 - D) Reasons

Be sure to hammer away at them with more open ended questions if the parent comes back to "I need to talk to dad" at the end of the presentation when you ask for a commitment of now or later.