



ANSWER KEY

Final Exam

1. **What is the most important Key Performance Indicator (KPI) for a TC?**
 - A) Conversion
 - B) Same Day Starts
 - C) Pay in Fulls
 - D) All of the above**

All of these KPIs are equally-important in keeping your Treatment Coordinator engaged and productive for the practice and for your patients.

2. **What is the national average orthodontic new patient conversion?**
 - A) 40%
 - B) 55%**
 - C) 85%
 - D) 98%

The national average for conversion floats around 55-60%, a number we believe should be much higher.

3. **How often should staff incentives be changed?**

- A) Every day
- B) Every month
- C) Every quarter
- D) At least every 18 months**

Leaving incentive plans in place longer than 18 months typically allows employees to "game" the system and to become too narrowly-focused on the incentive.

4. **Incentives should be:**

- A) Tiered**
- B) Entitled
- C) Singular
- D) Expected

Giving your employees several tiers of incentives can help them achieve bigger goals than they previously thought were possible and it also provides some protection against disappointment in the event they get really close to a singular goal and don't hit it.



5. Patients and parents buy:

A) Emotionally

- B) Only if they want to and can't be influenced
- C) Always because of price
- D) Only if they think the doctor is the best clinically

Research from the Journal of Consumer Psychology and Journal of Consumer Research indicates that only 15% of consumers buy based on price alone. Everyone else (85%) can be convinced to invest more money in order to get something else they want, because of other motivational forces, like emotion and desire for higher quality. We all think we buy rationally but in reality, most of us make purchasing decisions based on emotion.

6. 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.

7. **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.

8. **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.



9. **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.

10. **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."

11. 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.

12. 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.



- 13. 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."

- 14. 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.

15. **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."

16. **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.



17. 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.

18. 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.

19. 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.

20. Why is it important to end sentences with open-ended questions?

A) It isn't important

B) This allows the patient and parent to answer with buying signals and objections instead of "yes" or "no."

C) This allows the patient to feel comfortable

D) This allows the doctor to feel comfortable

As many ways as possible, we want to change "yes or no" responses into "either / or" and objection or buying signals. Practice as many ways as you can, in as many areas of the practice as you can, allowing your patients to talk more while you listen more to their answers to powerfully-scripted open-ended questions and you'll see your results soar.



21. How long should the doctor ideally be in a New Patient Exam?

- A) 3 minutes
- B) 5-7 minutes**
- C) 10 minutes
- D) 15 minutes

In a busy clinic, it's hard enough for the doctor to stay on schedule with bondings and adjustments going on while he or she is in the TC room. And, consumer data and secret shopper reports show us that the doctor really doesn't need to be in the TC room longer than 5-7 minutes. If you insist on a second consultation for surgery, cleft palate or complex pre-restorative cases, simply get to a yes that you need more records today within the first 5-7 minutes and then schedule a follow-up consultation after records are obtained.

22. If a patient isn't onboard with your treatment plan the best way to win them over is to:

- A) Show them data and facts
- B) Show them photos of past patients
- C) Insist the doctor is correct
- D) Address the motivational factors, fears and concerns throughout the process**

Most sales are bungled because the TC is "tapping a different tune" in their mind compared to what the consumer is thinking, saying or demonstrating.

23. **If a mom is uncomfortable with the finances, what is proper scripting?**
- A) I'm curious, what makes you feel uncomfortable about the finances?
 - B) You shouldn't be uncomfortable, we will get your payments at low as you need
 - C) You should be a little uncomfortable, braces can be expensive.
 - D) This is really nothing to worry about. Everyone gets braces nowadays.

Most offices will ignore the financial objections or buying signals. The most productive offices address them head-on. Ask the mom an open ended question and then listen.

24. **If a patient signs a contract the same day as their New Patient Exam, they are listed as:**
- A) No Show
 - B) No Sale
 - C) Same Day Start
 - D) Growth and Development

Ideally, we want 85% of our new patients saying YES to treatment within 24 hours of their initial examination.



25. **What is the correct order of dominos?**
- A) Treatment Length, Treatment Options, Treatment Cost, Treatment Start Time
 - B) Treatment Start Time, Treatment Cost, Treatment Options, Treatment Length
 - C) Treatment Options, Treatment Length, Treatment Cost, Treatment Start Time**
 - D) Treatment Options, Treatment Start Time, Treatment Length, Treatment Cost

The domino system must be followed in order if you want to achieve the best-possible results. Any time a doctor or TC gets out of order, it is confusing for the patient in the sequential series of agreements that are necessary to get to YES!