



Segment Three - Role Playing and the Second Domino "Treatment Length"

So we'll get all the way to second domino. Is that cool? All right. Cool. Any other questions?

So how to avoid saying no. It's always, "I wish I could do what they want, so that we don't delay Johnny's dream, or so that we don't--"

Okay. Because when we get, "Well--" this is what most doctors do when we watch secret shopper film is they go, "Well, no. You're really not a candidate. Braces are going to be the best for you." She's not on board, right? And frankly--

And you can see patients shut down on the film. We've got hours of it. So they will just shrink back, shut down, and then they steamroll right over everything else. And then they're out of the room, and then they attack TC. And then you're not selling anything that day. Does that make sense? So you want to make sure that you're paying attention to what their objections and buying signals are, and let them speak. Because that's what a lot of doctors don't do, is let their patients speak.

Gotcha. So I wish I could-- so that we don't-- how do you feel about X, Y, Z?

It's a recipe for everything. Your kids. Your kids doing chores at home. Your wife. What restaurant you want to go to. "Hey, honey," so that we actually get to dinner on time, "How do you feel about picking one of these two options so that we're not late?" Or your kids, "So that we can actually go get ice cream later, how do you guys feel about cleaning your room now?"

Or finding your shoes.

Right? This is a little psychological tool where you want to tell someone, "No. We're not getting ice cream until your room's clean. I would say, "Well, so that we actually put-- so we can go now, how do you guys feel about cleaning this up before we go?" And they're like, "Okay." You want to actually walk them into a

good decision. That's what you're ethically charged with as a doctor, to help these people make the right decision. Most of us just come in and give them a bunch of information, and walk out the room, and hope that they do what's right for them. They didn't go to school for 11 year. You're here to help them make that decision. It's a very, very important point.

Treatment coordinator and parenting boot camp 101 [laughter].

Yeah, exactly.

I thought of that.

You're going to use that on your kids, right?

I am.

You're like, "I got it now."

So domino number one, I like the open-ended question of what options have you considered? Open-ended question for domino number two being, would you just ask how long would you expect something like this to take?

I'd say we kind of prepared for that. I say, "You know, based on her bite and the amount of crowding, we looked at the X-ray. It's going to be about a year and a half, two years. Are you guys prepared for a year and a half, two years?" It's usually the easiest domino to get over because they are. But there's one in ten who go, "Well, no."

Pump the brakes.

"She's joining the military next year. She's going to be deployed. We've got to get this done in six months." We literally had an Air Force pilot--



So you can't just tell them. You have to ask them the question.

Yeah, I ask. Then the Air Force pilot, she comes in, and she's like, "I'm only in Kansas City for six months." I'm like, "This is a two-year treatment plan." She's like, "Well then, I guess I'll have to come back when I'm not in Afghanistan." I was like, "That's probably a pretty good idea because you can't go overseas, flying a jet, with braces on." They won't check you off, and you actually can't get deployed with active treatment in place. Had we not asked that, she might have signed a contract. And then we're three months in, and she goes, "So when am I getting these off [chuckles]?"

This is the easiest domino to get over, but there is occasionally a patient who goes, "I thought this was a lot quicker. I thought this was going to be six months." We've got Six Month Smiles, but--

But I think that's transfer patients.

Absolutely. Another point. Yeah, they think--

We just had this happen.

"I got one more month on this." And if you don't tell them, and they don't agree, "Yep, I'm good for another year," they use it against you when he leaves a room. The minute he leaves, a mom goes, "What do you mean, two years? No, I've got to talk to Dad about this." You're not going to call him back in and settle that objection. She's made up her mind. She doesn't trust this. You're just like the last person she saw. She's confused. We want to get through it quickly, 99 times out of 100, but that one who isn't, you've actually asked a question no other orthodontist asked, which is, "This is going to be two years of your life in braces. Were you prepared for that?" And she's got to say, "Yeah." What I want to hear is, "My friend had them for three," and Mom go, "Yeah, I had them for four." Perfect. We're in for two years. We're all cool. I don't want to--

We want to make sure that both of them say yes to that, right?

Yeah.

Absolutely. Because what's Mom going to be doing for two years?

Paying.

Bringing them back in.

Hauling her ass to the orthodontist every month.

Yeah, getting her out of school. Absolutely. Moms need to know because a lot of times, they've been told by a general dentist or a friend who had limited treatment, "I had mine on for a few months." Maybe, maybe not.

But if he says two years, they've got to say, "That's cool. I'm on board." Absolutely important point. Okay, I'll let you guys go through that part. If you want to go right into the pricing domino, we can probably get that done because that's where we'll spend a lot of time. And then we'll just keep shifting it up and letting everyone role play. Okay?

Absolutely.

In sales, and by the way, this is a sales position - most people don't want to call it that - and most salespeople think a script is constrictive. They think it limits what they can do. It actually gives you a lot of freedom.

If you know you've got to hit these points, it gives you lots of time to talk about the patient or to talk about who you're referred from. But if you spend 20 minutes talking about clear brackets, you don't have any freedom at all. Right? We want you in there and out in seven minutes. So this system is actually freeing, in that you know exactly what you're going to say next. You get through options; you go right into time. You get through time; you go right into price. You get through price; you go right into now or later.



It's a sequence of steps, and Mom's saying yes the whole time, versus us talking, talk, talk, talk, talk. Oh, and she's going to take care of all of the financing. We walk out of the door going-- she hasn't said yes to anything. And the only thing that we're giving her a chance to say yes to is what? \$6,000. She's going to go, "I've got to talk to Dad." Yes, I agree with the option. Yes, I agree with the timing. Yes, I agree that this is the place I trust.

Even if they say yes to everything, the majority of the time, they still have to talk to Dad.

How do you overcome that?

Exactly. We're going to get to that, Dawn. It helps if he's had a chance to talk about money while he's still in the room--

Which we do.

--and Mom said between five and \$7,000, depending on your level of membership. Was that kind of something that you were prepared for? And Mom goes, "Yeah." Or Mom goes, "No, I thought this was going to be a couple hundred bucks. I thought my insurance covered all of this." You want to get to if mom goes, "I get it. I understand." You want to know, is this something we're doing now or pushing off until later? Even if they're not going to start today, Mom's going to say, "We're ready now. I've got to talk to Dad about who we're going to use but, we're ready now." Because I want most moms that are in a flex spending mindset to go, "We're not starting until January." I need to know that now so we don't chase them.

This is everyone. But if you don't ask, we don't know. And so do I want to go chase a mom who has told me, "Listen, I love it here. Our friends come here. We're coming here, but we got to start in January"? So now you know you don't have to go chase them with emails and phone calls. But for a mom who goes, "I got to go talk to Dad," the first line is simply, "Well, I'm curious. What would dad say if he were here? Dad would say, 'I want to make sure I'm getting a good deal. I want to make sure that I trust the doctor.' And I want to make sure when you go home to Dad, that he comparing apples to apples because in most

offices--" and now you list all the things you do no one else does. "In most offices, they don't have a lifetime guarantee. They're not open on Saturdays. They don't give you a second set of retainers. They charge for emergencies, and we don't. So that Dad has an apples-to-apples comparison. I want to make sure that you're actually giving Dad the right information. So let's schedule a time, and I'm going to call you, and we'll talk and make sure all Dad's questions are answered. Do you want-- well, I'll call you next Tuesday, or you want me to call you next Wednesday?" And you actually put it in your books.

And you call Mom and say, "What questions did Dad have?" Dad's going to say, "Sounds like a great deal. I can see why you're a little bit more expensive with the lifetime guaranteeing and free retainers and all that stuff," right? So we just want to give her a chance. We don't want to pressure her and say, "Well, we got to get started today, or your kid's bite going to be off." A lot of offices do at that point, as they see that as a big objection, and they retreat, or they get pushy. We want to see it as a true buy-in signal. What Mom's telling you is, "If I get dad on board, I'm starting here." We want to get her to say that. And you usually follow up within 24 hours, and they do say yes. All right. So we'll get all the way through to money, and we'll let you kind of practice giving a range, and actually will walk you through that part. But we want to get all the way up to, are we going to do this now or later, so we get a feeling of him being in the room while that decision is being made. Andrea had the question earlier, if he's talking about clear or metal and we don't have that figured out, we'll say we can't get to now or later because Mom's still curious about clear versus metal. So we want to get to that, all the way to the fourth domino.