



Segment Six - Rate Yourself from a One to Ten

So it looks like Ashley is going to be a candidate for orthodontic treatment. Have you guys thought about your options yet?

Yeah. I told my mom that I want Invisalign.

She really wants Invisalign.

Okay, terrific. So Invisalign's a great option for some patients. Unfortunately, it's not a good option for all of our patients. And Ashley, my fear or concern is if we do Invisalign with you, it's going to give you a result that you're not happy with and that you're going to be in treatment for far, far too long. So that you can get a result that you're happy with and you aren't in treatment for the rest of your life.

Oh my gosh.

My recommendation would be that we do the clear aesthetic braces. How does that sound to you?

I mean, I really wanted Invisalign. And a lot of my friends have it.

If she did Invisalign, how much longer would it take? I know she's worried about being in treatment forever but would she be able to do Invisalign? I mean how much longer would it take?

So yeah, great question. She can definitely do Invisalign. If you go to the dentist down the road, he's likely going to put you in Invisalign. But you're likely going to be coming back here two or three years later because you're unhappy with your result and we're starting over and you're paying for orthodontic treatment twice. So that you only pay for orthodontic treatment once, and you're in and out in the shortest amount of time possible. How would it be if we did the clear braces on you?

I don't want to have to-- I don't even want to do this once, so I don't want to do it two times.

Good, that's perfect. That's enough data. That was the perfect amount. And how does that feel as a mom hearing that? Like good, there's a reason why, he's not just saying no. But that was a perfect amount. And you were almost on the tip of giving more, and you held yourself back, which is perfect. Because you gave just enough like, "So you don't do it twice, you're not in this thing forever, how do you feel about--" and then you present an option. Because the more data you give her, until-- you got to get her to yes quicker. So that's perfect. I just want to stop and tell you great job. Because what we want to get into now is perfect. So, clear braces. It sounds like a good option you want to do, now, so we're not trading a dental problem for a financial problem. Let's talk about how much this costs, just because that's what most parents want to know.

And I usually joke with the kid. I'll say, "Did you know mom told me you're gonna wash her car for the rest of your life to pay for braces?" And get them kind of eased into, now we're going to talk about money. And now we'll go from that all the way up into an hour later, and then we'll let you guys be kinda rough on them and we'll practice the take-away. Okay? We'll beat them up a little bit. So, now that we've gone over the options we have available, this is something that typically takes us anywhere from about 18 to 24 months. Is that something you're comfortable with?

I kind of expected it. A lot of my friends have been in there for two years or so.

Yeah, I had braces for, like, seven years, so that's-- I mean, I expected it.

I'm sorry to hear that, Jasmine. You have a beautiful--

I'm not going to be in braces for seven years.

You have a beautiful smile now, Jasmine--

Thank you.



So you should be very proud of that. The next thing I wanted to go over real quick is, braces in our office typically range anywhere from about \$5,000 to \$7,000 . Is that something that you feel comfortable with?

I guess, I don't know how much my insurance covers. I'm really worried about how much I'd have to put down, because we just had Christmas. She's very active in golf, and that's not a cheap sport. She does it all the time, it's like every day.

Got you. Andrea is going to go over with you how much insurance will cover. The good news for you is that they are going to cover something. A lot of our families don't have any orthodontic insurance. So it's awesome that you're not paying for it all out of pocket. But provided we can get the numbers right for you, is this something you guys are wanting to move forward with?

Her dad isn't going to pay for any of it. So, like I said, I'm really worried about how much down I have to do and then monthly payments, because like I said, we just had Christmas and she's a teenager, very active in school and everything. I don't know how much I could afford per month or even to put down.

Got you. Andrea would go over with you to the penny what your out of pocket investment will be. You do not have to put the entire treatment, you don't have to pay for it all in the beginning. You can spread it out over the course of Ashley's treatment. Provided those numbers look good, is this something that you're wanting to move forward with?

Yeah, if everything works out as far as what we can afford. Like I said, I'm doing this by myself, so we can't afford too much.

Okay.

I don't want them right now.

Right now?

I don't.

Okay. Timing wise Ashley, what sort of time frame are you on? You're currently a sophomore in high school. Is that correct?

Yeah, I just don't want them right now though.

Okay. Time frame wise, when were you thinking that you wanted them?

I don't know. Maybe in a couple of months or something. I just don't want them right now with golf and stuff.

That was a good segue because we're going to get in the quick sand of it's about six and a half minutes and you got to be out in the clinic. You did good pulling yourself back. You were almost about to go into, "Well some parents have insurance, some don't," and you want to give them more data. Or you want to be the model and say, "Listen sounds like finance is a concern, I just want to make sure you're kind of prepared for the range." Because a lot of times, I would say this, a lot of times we say the number, and I got to pick the mom up off the floor because she didn't know it was going to be that much. The good news is, we'll make the money really, really, really easy for you. As long as we take care of the finances, it can be less than your cell phone bill. As long as you get that fixed, are you guys doing this an hour later, get them to that quicker. And if she's doing this, a good trick to find their level of engagement, is like, "I'm curious, if you told me on a scale of one to ten, ten being I'm so excited to start with braces, I want them now. And one being, I don't want these at all. I'm just curious where would you put yourself on that scale?" What would you say?

A three.

And then if it's anything below a five, you say it now, "I'm really curious, why didn't you rate yourself higher?"



It's because I think that it's going to take too long. I know a lot of my friends are in them for so long, but they have Invisalign, so they can't really see it. I'm going to have braces, and I don't want them going into college.

Good. So this is powerful. When their under five, or even six, and seven, you say, "I'm curious, why didn't you rate yourself higher?" She's going to give you her objections, right? We don't always use this, but for her it's perfect because she's not playing along. She's kind of being the sullen teenager, and I don't want them. So we can be here all day going, "What's your time frame," or "What about the clear?"

All we want to do is say, "On a scale of one to ten, ten's you're going to charge the castle, and wear a t-shirt everyday that says Borello Orthodontics, you want braces like NOW. And one is you don't want them at all. I'm curious where are you?"

And she'll say, "I don't know, three." And you'll say, "Now I'm super curious. Why didn't you rate yourself higher?" She's going to give all of her objections. Now if they say nine, they're like, "Nine." "Well I'm curious, why didn't you rate yourself lower?" Then they give you all their buying signals. Because my dad finally is going to give my mom some money or not, or whatever that looks like, or my sister got them when she was in eighth grade, and you told me I was going to get them two years ago. She's going to give you why she wants them, or why she doesn't want them. You don't have to use this all the time but this little trick works. Just say, "I'm curious, " and then let them talk. As opposed to, we'd have to maybe ask her 20 questions before we got to, "Well is it about the look, is it about the time, is it about school, is it her boyfriend?" She'll tell you, "I'm going to prom and I think these things are ugly." Well what if we took your wire out for prom. Just get to the heart of the matter. Get to the crux of it quicker.