



## **Segment Seven - Full Walk-Through “Don’t Play Extra Innings”**

All right, so we'll go back to-- you've done the money. Let's do money one more time and it's going to be a little bit more difficult.

Be a little harder.

Let her go through that thing and say, "It sounds like money is a concern. If we can take care of the money, if we can make the money so easy that it's less than your cell phone bill, is this something we're doing now or later?" Don't go on to the "She's going to make--" because then that gives her a chance to get thrown under the bus once you leave. "She's going to make the numbers great for you," and then you leave and then mom goes, "Those numbers aren't great to me." Right? But if she says, if you make the payment as low or lower than my cell phone bill and you're going to give her the authority to do it, mom's walking out with a started contract. Because we can extend it 30 months, 36 months. We've got data to prove that that does not increase default rate. We've gone 60 months with some patients with good credit.

So, we give mom the chance to say, "Yeah. If you take care of making this where I'm not stressed out and I can fit it into my budget, we are doing this now." Or she'll say, "No, we're doing this next year when flex spending kicks in." I just want to know what we're dealing with. Who is this mind set in front of you? Are they buyers or are they tire kickers, or are they truly on their fifth opinion and not going anywhere for a long time? So, we'll start back at her objective and money.

Orthodontics in our office typically ranges about 5 and \$7,000. Is that something that you were prepared for?

No.

I don't know how much my insurance covers. Christmas, and golf-- I mean, teenagers are expensive. I don't know how much I'd have to put down. I don't have a thousand dollars just sitting around to put down. Monthly payments are a big deal, too. I don't know.

I saw that you have a nice phone there. And my family plan for my phones, it costs quite a bit. But what most families find out is that the orthodontic bill for Ms. Ashley-- if we could get it to be less than what you're paying for your family's cell phone bill, is it something that you think you want to move forward with?

Yeah, as far as payments go, but what about a down payment? Because I know obviously I probably have to put a big down payment down to get my payments lower. Because we pay a fortune for our cell phone bill with teenagers and whatnot. But as far as-- wouldn't I have to put a crazy amount down to make that lower?

Great question. A lot of our families are very happy with the fact that they don't have to give their--

I'm going to stop you because we just want to bounce it right back to her. She's given you two or three cues like, the down payment is an issue for me. That's what I'm saying. I'm curious, tell me what you've heard? She's like, "Well, I heard I had to put like \$800 down." "Well the good news is, not here. We can get it as low as whatever your lowest is. We can get it as low as insert your lowest." And just let her tell you. She'll tell you. So just try it. She's like, "I'm curious. What have you heard? What type of down payment have you heard about? I'm really curious about what that sounds like." Because there's no amount of data-- she could honestly just be loaded. She could've rolled down in a Rolls Royce and has cash but she's just looking for a good deal. You have no idea. Some families have done this and some-- she's going I don't care what other families-- I'm just trying to milk this guy for a good deal. So, push it right back to her. Let her tell you, "Well, my friend put 200 bucks down, as long as it's less than that, you're doing great because we're \$500." You want to give her the chance to tell you exactly what she wants.

Braces in our office typically ranges from between about \$5,000 and \$7,000. Is that something that you feel comfortable with?



I mean, whatever the range is. I'm just worried about the down payment and the monthly payments, and making that with kids in high school and all the bills, and just right after Christmas. It's just I'm really worried about down payment and monthly payments.

I'm curious, what have you heard as far as the down payments typically go for orthodontic treatment?

Friends of mine that had their kiddos in braces, I would say that they paid over \$1,000 down or something like that. We couldn't do that, it's just not feasible.

See, perfect. So now, she's giving you a guard rail, which is absolutely great. You said you couldn't role play. You're doing great. This is the average mom.

This is most moms, right? This is most moms going-- in their head, they've got a number. Every mom's got a number. Am I going to put 1,000 bucks down, 500 bucks down, nothing down? If you don't get her to say the number, you could beat around the bush forever. That's perfect. Let's go straight from that into the good news is you're going to be pleasantly surprised. The budget's going to be-- if you know her number now, she can go beat it. And now you can say is this something we're going to be doing now or are we going to be pushing it off until later, so they can talk about insurance or flex spending.

Okay.

Cool.

So the good news is, Jasmine, in our office, some families only have to put down as low as \$500. Does this sound like something that would work with your budget?

It's definitely significantly less than a thousand. I didn't even know that was possible.

Terrific. I'm glad to hear that. And Ashley, with your Invisalign treatment, we talked that may not be the best option for you and we're going to probably go with the clear braces, but is this something you're going to want to move forward with now or to push off for later?

I guess if I have to be in braces for 18 months, then I should probably do it now. I don't know if Dad's going to help, though.

No, but if the down payment's not a crazy amount, we might as well get started sooner rather than later, so that you're not in them after high school.

Terrific. So why don't we do this? Ashley, if you want to come with me, we'll get a few copies of your teeth, and Jasmine, I'm going to have Andrea go over the numbers with you to find what's going to work with your budget the best, and we'll get Ashley rocking and rolling.

That's perfect. So what we don't do, and you did it brilliantly, is we don't play extra innings after you've won the game. Most doctors we watch on secret film, they'll get this to a yes, and they'll just keep talking about braces, or talking about an expander, or asking more questions. Don't play extra innings. In baseball, the night you don't play an extra one after you've won. You just get off the field, go. So take her and go, and you're just going to work with Tara on the down payment and the monthly options.