



## **Segment Eight - Follow-Up & The Fifth Domino: "The Takeaway"**

If the parent says, "I've got to talk to dad," we're going to give him a list of things, so dad can compare apples to oranges. Lifetime guarantee, maybe late hours, maybe not, weekend, maybe not, lifetime retainers, or whatever makes you different, mom's got to go home with that and give it to dad. Don't pressure mom. Let her take time to go talk to dad. But the TC's going to follow up. You're going to put in the appointment book, perfect, so you can get all of dad's questions answered. "I'm going to go ahead and schedule you, next Tuesday, next Thursday, I'll give you a call. Lunchtime, does that work?" Great. And you put it in the calendar, actually, and then you call mom. "Hey, I'm calling to make sure all your questions are answered. What questions does dad have?" And then, you can actually get them started.

Typically with email, you're going to get them started sooner than that. If you can tell moms are like, "Yeah, I've just got to make sure dad's cool with that." Now, we have clients who do a same-day start incentive. They can save 100 bucks if you get started today. Whatever works for your practice, but don't pressure mom if she says, "I'm ready. The money makes sense. I've just got to make sure dad's cool with it." Don't pressure her, right? You want to do this ethically and persuade them where they're comfortable with you. Don't start the relationship off in a high-pressure situation. So, how does that feel? Do you guys like that? Got a good script down pat?

It's good.

Do you want to practice the takeaway? Anything else you want to practice?

So when it happens, I want you to be prepared. So let's do the takeaway, you can just be like really hard core [crosstalk]-- I've done it.

This is the true price shopper, and the line is, "If you're willing to look past everything we have to offer," or you can even say it less aggressive than that. You could do the "Let me send you somewhere that's reputable but cheap," if they're truly looking for a good price. Or if they're just not going to make a

decision, "Well, I don't know if we really want to take teeth out." There's non-committal. This might be something you're not ready for just yet but our door is always open. We just let it-- leave open. They're one of the 15%. Might not be ready for this quite yet.

If you do that, do you quote them a price?

I'd still give them a payment options sheet. Give to all of them and say, "When you're ready, call us. Our door's always open." We know that mom's probably not coming back. We don't leave them feeling pressured or like a bad parent for not doing what we recommended.

You want to have a person that you're sending them to, correct?

Typically, I want to send them to a friend 20 minutes away that is cheaper, that does good quality work. or a mom who's really on the fence, who is, "Well", here's the mom you want to do this to, "Well, we're still signing up for insurance and dad really doesn't--" so if you've got dad in there going, "Well I didn't have braces. Mom didn't have braces. So, why does she need them?" You might want to do the, "This might not be something you're ready for yet. Our door is always open. When you're ready, give us a call." I don't want her to spend 20 minutes trying to convince someone to get braces who doesn't have any interest in doing it. But they just wanted to see-- a lot of parents will do this, who is typically is a 16 or 17-year-old and parents are going, "It's my last chance to get this kid started before he leaves for college so I feel like a good parent." But they come in and then they put the blame on you guys because you were pressuring, or you're too expensive, or there's some reason they actually come and say, "We tried it and there was no way we could do it." They feel better about themselves as a parent because, what? They gave it one last try. You know when they did this the last time when she was 14, and they did it when she was 12, and they probably did it when she was 8 or 10 when the dentist sent them. Every two years they come back and they kick the tires because they want to be a good parent but they give some excuse financially why they don't. Don't pressure them. Just say, "Our door is always open. When you're ready, give us a call." You'll have 10 or 15% of those people that are just not going to start. Just let them go.

Jasmine, it sounds like now is probably not the best time for your family to move forward with treatment for Ashley in our office. The good news is our door is always open. If price is the biggest barrier for you, I



## BURLESON SEMINARS TREATMENT COORDINATOR ACADEMY

do have the name of the Saint Louis Orthodontic University who has an orthodontic program there. I'll get you their contact information. You're going to get great care there. It's reputable but cheap. We'll get you that info and thanks for coming in.

That's perfect because it gives her the chance to do is speak highly of you, feel comfortable with you. She might eventually come back. We have parents that finally come back three years later. "I finally saved up money." I've got a guy in Chicago sending money every month like on layaway for his kid that's not even ready yet. Stepdad sending money in. It gives them a chance to refer you. "Man, he was really nice. Man, his office was amazing. Yeah, we've got to go somewhere like the University but if I could afford him, I would have gone there." Give them a chance to refer.

You're doing that at the five to seven when you throw that number at them and they're like, "We're expecting this to be \$3,500."

Or they got into your system somehow and they tell you the very end, "Oh, by the way, we have Medicaid and we can't afford this." You don't want to make them feel bad because a lot of orthodontists on some secret shopper tape they're like, "Well, have a good day." No. Just ethically tell them that there's a way you chat you can probably find this cheaper at the university. If your situation ever changes, and we plant a seed in their head because it usually happens, if Grandma and Grandpa want to pay for this, give us a call. Our door is always open. Sometimes Grandma and Grandpa will come back and pay for the young child who is on Medicaid. Just don't put pressure on them. There's a certain number who aren't going to say yes, and you've got to be okay with that. We get so wrapped up that everyone has to say yes, we were really-- it's like we're almost desperate in there. We're like, "Well, what if we--" we see it all the time. I guess we could match. No, you can't match fees unless you're going to use that doctor's overhead and use that doctor's office and use that doctor's equipment. You don't know what his overhead is. You can't match his fee. You stick to your fee but you find a way to finance it. You find a way to make it flexible for the parents who want to come along. The rest, you ethically let them go. Does that make sense? Cool. You comfortable with the take away?

Roughly 15%, would you say? Yearly?

Absolutely. If you average our last five years it's 83% to 87% depending on the year. There's never a month where we're below 75 or above 92. It hovers in there if we're really pushing hard but I think 60, 65 we've got a big runway to grab 20%. At 92, you've got to think this is probably going to come back down to 85 because statistics say in journal consumer research and psychological studies that there's 15% of consumers who truly just look at. They're the cereal shoppers that go right down to the bottom and say, "I'm on a budget. I'm on a fixed income. I've got to get the cheap cereal. I know you want that but we're not getting it." There's 85% that even though they probably should be buying the cheaper cereal, their kids will ethically motivate them, like, "Mom, mom." Or maybe unethically, some kids, being pushy with mom, "I really want the more expensive cereal," and mom will grab it even knowing that it's probably going to be a strain on her budget. She will buy things for an emotional reason, and this is an emotional buy. This is something where it's elective. She's not going to die if she doesn't get Invisalign. The mom wants to feel like she trusts you with her kid. And she likes that she can come after work or after school. She likes that you give her a second set of retainers. And she knows that this going to put some strain on her budget, but she's willing to do it because guess what else she bought for her. She mentioned contacts. She's probably buying all this - what'd you say - cheerleading and whatever. What was her sport?

Golf.

So she's a golfer. How much does a set of golf clubs cost? She's got a \$1,000 set of golf clubs in the car, plus golf lessons. So parents will spend on their kids, but you can't make them feel bad if they technically can't. There's a certain percent of the population that truly, they are on a fixed income. They're going to come find you. You can't beat yourself up over not getting them to say yes.

So, real quick. The takeaway of 15%, that's what I'm saying is--

How often am I taking away?

Yes.

It's more like 1 or 2%, the other out of that 10 or 15 are the ones that just don't ever do it. They're the same people that never fix the car and the pool's always half-full with leaves. They just don't do anything



in their lives. They don't make decisions and that's okay. These are just people who aren't going to say yes to you.

And then we talked about the rating yourself on a scale of one to ten. How excited are you to get braces on? Ten being, you can't wait, one being like, heck no, not.

The operative word there is, two words, is I'm curious. When you say, "I'm curious," people lean into that statement because they're curious what you're curious about. It's like telling someone, "Don't think of a white elephant." The instantaneous thought in your head is a white elephant. So, if I say I'm curious, you're like, "What the hell's this guy curious about?" I say, "I'm curious," and you pause and go, on a scale of one to ten, ten being you're so excited you want them now, and one being you don't want them at all. Where would you put yourself? I'll say it twice, I'm curious. Because if you just say, "Where would you rate yourself on a scale of one to ten?" it's a little intimidating, it's a little-- you know what I mean, kind of-- it's just not good. So I want you to think, in terms of opening them up, if they need it. I bet probably fewer than 10% of our patients need that question. But I'll use it for mom, too. If she's open and bubbly and mom's quiet. That dad who's just sitting back there with his arms crossed. I'm going to say, "I'm curious, on a scale of one to ten, ten being you're getting braces for your daughter today, and one, you're never going to get them, where are you? I'm just curious, so that I know." He's going to say a six. And I'll say, "Well, I'm curious why you're not higher?" And he's like, "Because I don't think she needs them, I didn't have them." So that's a huge bit of information that I can help him with. Right? Does that make sense? Is that cool?

Yeah.

So Ashley was like a one, for sure?

Definitely a one.

Yeah.

So I'm curious, why wouldn't you have rated yourself any higher?

Oh, in the scenario we were playing?

Yeah.

I would say I don't want braces. I only want Invisalign. I don't want something fixed on my teeth. I don't want something constantly there, especially when I'm playing golf and I'm traveling.

I'm curious where you were five minutes ago when you agreed that yes [laughter]--

Oh, that was still the one [laughter].

Are you still here? Are you still here?

Check my pulse.

What big questions do you guys have before we tail out?

So if he gives the takeaway, and then I still present a fee - which is not a piece of paper anymore, it's on the slider - does he give them the referral? Do I give them the referral? Do I reiterate that again?

I usually let them ask you for it. He's presenting it so he can get out of the room. If we've got a non-buyer, I don't want him standing there any longer than he has to. It's like playing extra innings when you already lost [crosstalk]--

So he would say something like, "Make sure you give that referral to the--"

Exactly. One of them will ask and some of them will say, "Yeah," because they do want to come see him. They just want to get their finances in order. But I wouldn't put them into a hard no sale follow-up sequence, because they're probably not going to come back. Or he might say, "Hmm." You get to make that decision. So treatment coordinators who follow up get to make the decision, "This mom's never



coming back. She stumbled in here with the Medicaid card, and she really shouldn't have been here. And so we're going to just-- she'll call us." But for the rest, they should probably be followed up with. If they want the information, absolutely. But not-- he should be back in the clinic.

Good question. Cool, so here's the deal, so you guys are going to go Monday morning, storm the castle, charge the beaches and you're going to probably going to start everyone who comes in. This is pretty typical. Andrew said that happened last time he went through this. So, what we want you to do is stay consistent with it. So for the next 90 days, you'll be in a sequence. You can send objections to Ashley, you can fax back statistics, and you'll get feedback on-- if you get a bunch of moms saying no for the same reason, we can send you letters and emails and postcards to address those objections. We can also get on the phone and help refresh this for you. So we'll put you in a fusion soft sequence, you got your dog-tags - you'll probably get some cool dog-tags and-- to remind you that this truly is a boot camp. It's kind of like hand-to-hand combat. Be prepared for it, because otherwise, consumers just don't make decisions.

Another tip for all of you, if you're not doing it now, is to make sure you're recording at least once a month with a camera in the TC room, looking at and watching film. Football players watch film. Professional speakers watch film. Elton John and famous musicians, even though they're famous, they still actually go back and listen to their performances so that they can get better. You've heard my story; if I'm a football player, and I'm on the line, and I'm coming off the line going left and the coach says, "Hey, every time you come off the line, you're going left and you should be going right," and I go, "No, I'm not." And he's like, "Yeah, you are," and I'm like, "No, I'm not." He's like, "Well, let's go watch the film." And I watched the film and, son of a gun, I'm going left and I should be going right. So the only way to get better, as a professional, is actually to watch film. So I want you guys in the TC room, recording at least once a month, probably for a few days, and then here's how this works. So if you're the TC and you're watching film, and you watch it, and you get to review you before he ever watches it and reviews you. Because if he reviews you or vice versa-- with associates this can get real tricky.

When we review someone, so if we took a picture, what would happen? You would look at the picture and go, "Oh, my hair's not right." And I would look at mine and go, "God, I'm getting fat." And you would go, "Oh, my gosh, my hair." But I would say, "You look really nice." And I would say, "You look really nice." And you would say, "You look nice." We are our own worst critic. We always criticize us first. So please

don't take your film and watch it, and see the TC do 12 things wrong, and jump all over her. Because guess what will happen if she watches the film? She'll jump all over herself. She'll go, "Oh, my gosh. I totally forgot to get the gift. I didn't do the objections at all. Oh, my gosh. I never even talked to them about those objections in front of the doctor." She'll beat herself up worse than you will. So you watch it and rate yourself, and in your book, there's a rating form. You're going to rate yourself. Then he'll watch it and he'll rate himself, and then you guys meet over breakfast and talk about, "What did you find? Yep, you gave yourself a two there. I did too, so we'll work on that."

We've got clients who have called me and said, "I know you told me not to do this. I know you told me not to watch it, and then to go straight and talk to them, but I watched it and I went and I called them and I jumped all over them." The employee feels like he had the rug pulled out from underneath you, because you weren't there. It was a difficult mom. It was hard. You don't know what it's like until you were there. So with associate doctors or employees, you've got to make sure you let them watch it first. Cool? Then you guys watch it together. I would watch it at least once a month. That's how you get better. Pros watch film. Cool? All right. I had fun. Hope you guys had fun. This was a good day. Got a lot, refresher for Andrea? Right, Jasmine? Got immersed through baptism?

Yeah [laughter].

I'll let you guys do the sequence. She's available for phone calls and stuff.

Awesome.

Nice work. You did awesome. She's a better role player than she ever gave herself credit for [laughter].

Nice job, very cool. All right, guys. Thank you, Ashley.

Thank you.