




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

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

3. **How often should staff incentives be changed?**
 - A) Every day
 - B) Every month
 - C) Every quarter
 - D) At least every 18 months

4. **Incentives should be:**
 - A) Tiered
 - B) Entitled
 - C) Singular
 - D) Expected

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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
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.
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
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




- 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
- 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?
- 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?
- 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

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
14. **What is an example of a unique selling proposition?**
- A) Late hours and weekend hours
 - B) A lifetime satisfaction guarantee
 - C) Free whitening included with all treatments
 - D) All of the above
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
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%



- 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
- 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
- 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
- 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

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- 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
- 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
- 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.
- 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



- 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