



## Quiz for Comprehension - Segment Two

1. **What is a buying signal?**
  - A) When a dad crosses his arms
  - B) Verbal and non-verbal clues that tell you a prospect is ready to buy
  - C) When a patient brings in their shock and awe folder
  - D) When a parent doesn't ask many questions but agrees with you
  
2. **What is an objection?**
  - A) A questions or concern that must be handled before a patient will buy.
  - B) When a patient doesn't purchase treatment
  - C) Negotiating with a patient or parent
  - D) Something you overcome by pressuring a patient or parent
  
3. **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.
  
4. **What is an open-ended question?**
  - A) Any question that has an answer.
  - B) Any question that the patient and parent cannot respond to with "yes" or "no"
  - C) Any question that the patient and parent can respond to with "yes" or "no"
  - D) Any question that is left unanswered by the parent or patient

5. **Why is it important to role-play?**
- A) It isn't really important as long as you know the scripts
  - B) Because the doctor insists it is important
  - C) Because practicing makes you more comfortable and prepared with the script
  - D) Because you will never close any cases if you don't
6. **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
7. **How long on average does it take a doctor to interrupt a patient?**
- A) 8 seconds
  - B) 16 seconds
  - C) 30 seconds
  - D) 60 seconds
8. **What is the pass off from TC to doctor?**
- A) When the TC leaves the room to get the doctor
  - B) When the doctor takes over the entire exam
  - C) When the TC restates objections or buying signals in front of the doctor and parent
  - D) When the TC takes the patient to doctor so he can examine the patient



9. **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
10. **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