



Quiz for Comprehension - Segment Three

1. **What is the best example of how you say no to a patient who wants a treatment that isn't the best option for them?**


- A) I wish I could, so that you aren't in treatment for years longer than you need to be, how do you feel about getting this done right the first time in the least amount of time possible?
- B) No, that's not the best thing for you. Don't you agree?
- C) Address the parent only and tell them it's not possible.
- D) We can, but you won't be happy with the result. Let's do it the right way.

2. **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?

3. **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?

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4. **Which domino is typically the easiest to overcome?**
- A) Domino #1
 - B) Domino #2
 - C) Domino #3
 - D) Domino #4
5. **Who needs to agree to domino #2?**
- A) The parent
 - B) The patient
 - C) The doctor
 - D) All of the above
6. **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
7. **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



- 8.) **If mom says that dad wants the best deal, you should talk about...**
- A) The doctor's credentials and schooling
 - B) The things that set your office apart and your "apples to oranges" comparison
 - C) How you can price match anyone in town
 - D) The staff and how nice you are
9. **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
10. **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