





## Quiz for Comprehension - Segment Seven

1. **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.
  
2. **What is good scripting if a parent says they are looking for a good deal?**
  - A) I completely understand and if you're looking for the cheapest option, we aren't going to be the place for you. However, if you're looking for the best care we are the place for you. What's more important to you? Getting the best care, or getting the cheapest price?
  - B) I know we can give you a good deal. Do you want us to match your first opinion?
  - C) We can give you a great deal! Name your price.
  - D) We don't negotiate prices, the price is the price.
  
3. **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

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4. **What is the proper scripting for the doctor when discussing what's wrong with the patient's teeth?**
- A) The teeth are crowded and don't fit together quite right.
  - B) There is a tooth alignment and a jaw alignment problem.
  - C) There is a tooth size and jaw size problem.
  - D) All of the above
5. **If a patient doesn't schedule records, they are considered a:**
- A) No Show
  - B) No Sale
  - C) Same Day Start
  - D) Growth and Development
6. **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



7. **What does "don't play extra innings mean"?**
- A) The doctor doesn't need to stay in the new patient exam any longer than necessary
  - B) The doctor should finish the new patient exam and the TC doesn't need to stay if the doctor is on a roll and closing the case
  - C) The TC needs to cut the doctor off at 7 minutes no matter what
  - D) The doctor needs to stop talking to the parent and patient and leave even if she didn't close the parent or get through all the dominos at 7 minutes
8. **What is an objection list?**
- A) A list that a parent brings to the new patient exam
  - B) A list of reasons why a parent or patient may not be willing to start treatment now that require attention and scripting to overcome the objections
  - C) A list of reasons why a parent and patient want to start treatment
  - D) A list of questions a patient has about treatment that must be answered before they will agree to treatment
9. **How do you properly calculate conversion rate?**
- A)  $\text{Totals Starts} / \text{Prospective Starts} = \text{Conversion Rate}$
  - B)  $\text{Prospective Patients} / \text{Total Starts} = \text{Conversion Rate}$
  - C)  $\text{Total Starts from this month and any from last month} / \text{Prospective Patients} = \text{Conversion Rate}$
  - D)  $\text{Total Recalls} / \text{Total Starts} = \text{Conversion Rate}$

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10. **What can help double your new patient numbers in the new patient exam?**
- A) Up-sells
  - B) Freemiums
  - C) Discounting
  - D) Paying attention to mentions of siblings and inviting them for a consultation