



Quiz for Comprehension - Segment Eight

1. What is the take-away?

- A) A closing message from the doctor to take his time and treatment off the table for the parent or patient.
- B) An ending message to the child that they aren't going to receive treatment.
- C) A message that the parent gives their child that if they don't keep their braces clean, they will take something away from them.
- D) A closing message from the treatment coordinator to the parent that they are not being accepted for treatment.

2. What isn't an apples to oranges comparison?

- A) Lifetime Guarantee vs. No Lifetime Guarantee.
- B) Late Hours vs. No Late Hours
- C) Free Whitening at the End of Treatment vs. No Free Whitening.
- D) Doctor 1 is Board Certified and Doctor 2 is Board Certified.

3. What is Follow Up?

- A) When you set a time to call mom or dad to answer their questions before starting their child in treatment.
- B) When you tell the doctor why the patient didn't get started today.
- C) When you tell the doctor that the patient got started with treatment today.
- D) When the receptionist asks the mom before she leaves why she didn't get her child started with treatment today.

4. With whom do you use the take away?

- A) A mom who says she wants to start treatment with your office but not today.
- B) A dad who says he needs to talk to his ex-wife before committing to treatment
- C) A patient who says they have a few other consultations to go to and heard the other offices were cheaper.
- D) A mom who says she has more questions about the treatment plan first.

5. When is it okay to refer to another treating orthodontist?

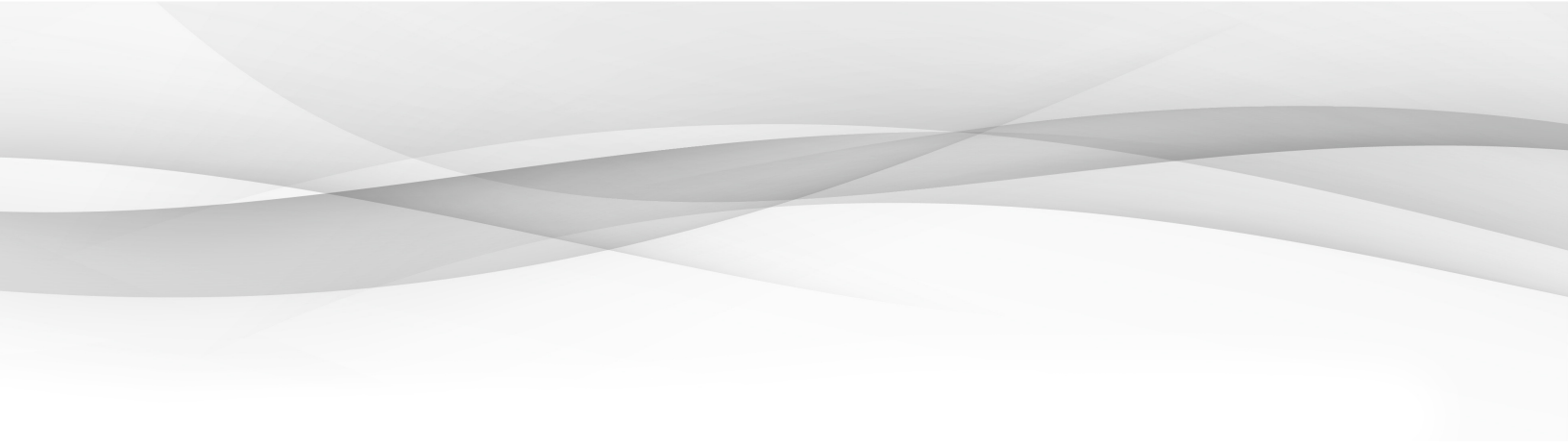
- A) When the parent absolutely can't afford the treatment in your office and needs the cheapest option available.
- B) When the parent and patient are absolutely not a good fit for your office because of attitude or unreasonable expectations.
- C) Neither A nor B.
- D) Both A and B.

6. What is the biggest buying factor for most patients and parents?

- A) Trust.
- B) Money.
- C) Convenience.
- D) It varies from patient to patient and parent to parent.



7. **How often will the doctor need to use the takeaway, on average?**
- A) 1-2%
 - B) 5-7%
 - C) 10-12%
 - D) 15% or more
8. **If a patient or parent is reluctant to discuss fees, do you still present payment options?**
- A) No, it's a waste of your time and their time.
 - B) No, they are already resistant to treatment.
 - C) Yes, you can work through the objections with the patient or parent.
 - D) Yes, you must focus on the full investment amount even if they avoid the topic.
9. **Why must you record your new patient presentation and review the film?**
- A) Because the doctor cannot trust the treatment coordinator.
 - B) So that the doctor and the treatment coordinator can improve their skills.
 - C) So the lead treatment coordinator can point out what the doctor and other treatment coordinators are doing wrong.
 - D) So that the doctor has proof of poor performance.

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- 10. Why should the treatment coordinator keep an objection list?**
- A) To discover patterns in no-sales.
 - B) To improve scripting and help answer common questions.
 - C) To share with the team areas for improvement on presentation.
 - D) All of the above.