



## **Segment Two - Role Playing and the First Domino**

### **"WHAT OPTIONS HAVE YOU CONSIDERED?"**

This segment starts by discussing the four-minute social rule, buying signals and objections, and how to ask the right open-ended questions. As the TC, it is your job to perfect your role here.

So, the parent tells you that the dentist sent you in with your son because of a cross bite. First is your opportunity to talk to the son in a friendly manner. Ask him to tell you a little about himself, what he likes to do for fun, etc. Now that you have a good conversation going, you tell him that obviously he is here for braces, and then ask him a few questions, such as: "Have you heard anything about braces?" "Do you have any concerns?" "How do you feel about them?"

Now you will ask mom basically the same questions and get her concerns. Their concerns are generally going to be pain, appearance and money. So at that point, you can say - "Sounds like you have some concerns about how it's going to feel, and so would that be something that you want to talk to Dr. So and So about when he comes in today?"

**"And then mom, it sounds like you're concerned about cost, but as long as we can make sure it's going to fit into your budget and it's going to be comfortable for you, how does that sound to you?"**

Are you ready to move forward? So before you leave today, we'll go over everything as far as what your insurance covers and everything like that. We'll have Dr. So and So do a quick exam and see what he'll recommend.”

At that point, you would say kind of like an open-ended, so she has to say yes. "As long as we can make sure that everything is going to be comfortable, financially affordable, and comfortable for you with braces, how does that sound? Are you guys ready to get started and move forward?" Just basically something to that effect. Just a little bit open-ended so that they'd say yes to you, because you want to get them starting to say yes.

### **Yes is the key word.**

So now you have some buying signals. And, you have some objections. They are worried about how they're going to feel. They are worried about cost, and you need to figure out why they want braces as well. They're obviously here for a reason.

### **"So it sounds like, mom, you want to do what's best for your son."**

So as long as you've addressed their concerns. Those are your objections - then you want to figure out some buying signals. So you can say, "What options have you guys considered?" "So, do you want to do a little leg work before doctor comes in?" So that way, he doesn't have to do all of this all over again, because we want to keep his time with them short and sweet and to the point. So that's what you're for, to make sure that you're finding all of those things for him before he comes in.



Now, never let them leave thinking about more than one option. This is what has them bouncing around from office to office. They've got to hone in on that one option to figure out what it's going to be. Basically, you should inform them well enough so that when they leave they know that they want either clear braces, Invisalign, or metal.

So what you've learned here is what's called the four-minute rule, and how to ask open-ended questions to the parent and the patient. If you look at what most doctors do, you look at the Mayo Clinic study, most doctors will interrupt the patient every 16 seconds. So Mayo Clinic did a study and they put the doctor, and they were watching with secret cameras, the doctor would say something and the patient would start to talk and within 16 seconds the doctor would re-interrupt because they want to teach and give information. What we're really doing is asking the right questions so that mom and the patient can actually tell you exactly what they want. If you listen to the attached audio of this summary, you can get the full effect of the questioning and the four-minute rule.

**Some brilliant questions are as follows:**

- "I'm curious what have you heard about braces?"
- And we've heard that he's what? He's really nervous about if they're going to hurt or not.
- If we ask mom - "I'm curious, have you considered your options? She says, "Whatever he's going to wear." So, now we know mom actually has a consideration of compliance. When we bring those back to the doctor now, he can actually comment and she can comment and say,

"Here's what this mom needs to have a successful relationship with you." She needs to know that you're going to give her kid something that he can actually wear and comply with. So, Invisalign might not be the best option for him. She's giving you a big hint. He's also giving you a big hint and he says, "I'm really afraid these are going to hurt."

*“Well, I'm curious, tell me more about why are you so nervous about whether they hurt?” And he says, “Well, my friends tell me they hurt.” And I say, “Okay, here's”-- and if you give them a little bit of data. You can say, “Well, in our office, we survey patients. And on a scale of one to ten, they say it's usually a two or three for a few days, like a new pair of shoes.” So, if we make sure they're comfortable, would that be something you want to make sure of? And he's going to go, “Yeah, I want to make sure he talks about how they're not going to hurt.”*

In essence, mom just wants to know is he going to wear them. Is he going to be a good patient? And he wants to know is it going to hurt? So we've actually got a bypass. We don't have to talk about the current beam. We don't have to talk about all the different bells and whistles in the office.

We've got to make sure when the doctor comes in, he talks to the patient about pain. And before we leave, we talk to you about what we're going to give him, sets him on a path where all you got to do is show up and we do all the rest of the work. Does that make sense? So we get to bypass all these things psychologically that trigger mom to say yes. It's very, very powerful stuff.

So in this segment, what you want to do is spend about four minutes. What we see a lot of doctors and TCs doing is spending far too little or far too long. They come in and go through almost a scripted spiel of their practice, or they spend 20 minutes talking about Invisalign when all mom wants to know is if it's going to work for her child. So you've got to bypass all of that. So in this segment, about four minutes, open-ended questions.

We're moving along to the next part of this which is transferring all of this information to the doctor in front of the mom. However, the doctor should be informed of the issues outside of the room first. So, we want to address them in front of the doctor and the mom and patient.



### **When he walks in mom says, "I'm concerned he's not going to wear Invisalign."**

So for the next step, we call it the pass off. It's taking that information and giving it to the doctor in front of mom. Even if you've done it outside the room, I want you to do it again in front of mom, which cues him up for what he needs to talk to the patient about as well.

And now we're getting up to the first domino - if you haven't gotten there yet - which is, have you considered your options. We can't talk about price. We can't talk about how long. We can't talk about financing until we decide what we're going to do. So how many patients have you had come into the office, and you talk for 20 minutes about Invisalign or clear braces, and all they want to know is if this clicking and popping is going to go away, right? They're like, "You never asked me about my jaw joint pain." If you don't address that objection, they walk out confused and, frankly, probably a little pissed off that you didn't give them a chance to talk about what they wanted to talk about.

At this point, I would say, "With your permission, can I tell you the way that I would do it if it were my kid?" And now you don't even have to talk about clear, right? "I think, frankly, metal is going to be best for you." Most parents would say, "Yeah, I trust your opinion." Therefore, you don't have to spend so much time.

Now we are going to analyze mom a little. Let's ask ourselves the following questions:

- Does mom need a lot of data?
- Is mom a fact finder?
- Does mom quick start?
- Did mom roll into the TC room three minutes late, but thinks she's on time?

- Did mom come 15 minutes early, and all of the paper work is filled out as if a typewriter had typed it, but it's her handwriting?
- Is mom meticulous and has records and everything is perfect?

If you can start to categorize how that patient needs data from you, you can then use it in the TC room. So we'll go from here in the four-minute segment. We're going to go all the way up into, "Have you considered your options?" which is the first domino.

If you have any questions up to this point, please feel free to watch the video segment which is included with this summary.

### **On to the introduction**

**Most doctors bound into the room and want to say hi to everyone and start talking, but you need to let the TC talk first.** The TC will now say something like, "Hey. I'm so excited to introduce you to Dr. So and So and Dr. So and So, this is Mrs. Jones." We just got to intentionally take a deep breath and let them do the buying signal objection in front of you.

Then I want to go ahead and transition right into you can talk to the patient as a doctor, "Well, I'm curious, what options have you considered?" Because if she/he has in her their head as a kid, "I'm only doing Invisalign. I'm only doing Invisalign." It doesn't mean she's going to get it, but it does mean you have to pay attention to it. If she/he has a 12 millimeter overage and you know there's no way you're going to do Invisalign, you still have to address it. Because she/he walked in thinking, "I want Invisalign." Orthodontics is the only profession in the world where



people can walk in and say, "I want a pair of blue jeans," and the sales associate goes, "Oh, we only have white pants." But that's what orthodontists do all day long. Kids come in wanting something and we don't even talk about it. You can steer him/her away from that - we'll teach you that later in this segment. But, it's not wise to have her say, "Yeah, all my friends have Invisalign. All my friends have clear braces," and you go, "yeah, yeah, yeah." You've heard about the client, yeah. The patient says, "I really want to get my teeth whiter." He's like, "Everyone wants white teeth." He's taking his glove off with his back to the patient, and doesn't even listen. Instead say, "Oh, I'm curious. Tell me more about that. What's your question about teeth whitening?" She can then tell you. Whether you're going to do it or not, she has to get her objections out. If you don't, they go back home confused and say no or not yet.

You need to spend some time. The parents, if you're not paying attention to their kid, they can sense that. You're good at it because you're good with kids, but there are some doctors that really don't pay attention to the kid. It's a very, very bad idea. You don't want to just talk to the mom and ignore the kid. You want to go, "Hey, how are you doing? You're missing math class for this? Oh my. Your math teacher's going to kill us." You want to talk to them a little bit. But you also want to address who's paying for them, which is mom. Don't ignore mom ever.

The doctor's role in this is to walk the parent down a sequential series of confirmations. "Yup, that plan makes sense. Yup, that time frame make sense. Yup, I'm kind of prepared for this financially," and then all you do is close and wrap up. "How are we going to actually do down payment and monthly payment?" That's it, right? But most doctors leave after talking about braces for 20 minutes, and they leave all the important stuff untouched, like we talked about earlier. We're not sure if we're doing metal or clear. That's got to be totally decided before he leaves the room. And we can get you to the point where it only takes you ten seconds to get to that. But if you leave, mom's gone. "I don't want you leaving the car lot if I don't know if you're

buying a truck or a convertible, right? I got to know which one so I can call you and tell you what I got on the inventory." You've got to get them to the point where they can actually say yes to something. And you can't say yes to multiple options. You got to pick one.

And here is a way to discuss cost. "Well, recently we've adopted a new system to make financing as flexible as possible for our patients. Most of our families feel very comfortable with the overall treatment fee that they feel like they get more value out of what they put in than what they got out. So the smiles, the changes that we make on your child's life, it's going to be something that will impact him/her the rest of his/her life. So most of our families feel very comfortable. You don't have to pay for everything all upfront. You can put very little down and spread the rest up over the course of your child's treatment or you can put a larger amount down upfront and you can get a bigger courtesy. So if we can get something that works for your budget, do you think you'd want to move forward with treatment?"

So basically, I do my briefing, and then we go over to the computer, have the x-ray pulled up, and that's typically when I go into, "All right. There's two big reasons people benefit from orthodontic treatment. One is the straightness or the aesthetics of the teeth, and two is the bite or the function. And with Johnny, I think he's greatly going to benefit from both aspects, because aesthetically his teeth aren't straight and then functionally, his teeth don't fit together like they should."

And here is a conversation to have with the child. "But my fear or concern is that we do this for three or four years, Ashley. And you're already a freshman or sophomore?"

**"I'm a sophomore."**





“You're a sophomore. So, if you can imagine, we try this for three or four years and it doesn't work, and then you're in college wearing braces, starting off with braces. I would much rather get it right the first time and be in and out in probably about 20 months as opposed to doing this over the course of the next six or seven years. I just feel like, in my opinion that braces is going to give you the best result in the shortest amount of time. How does that sound to you, Ashley?”

**“It makes sense.”**

“We have a very good aesthetic option. So we have the metal or the clear braces, but we find a lot our patients in high school really like the thought of having something as aesthetic as possible. And this clear braces option that we have, a lot of them really like the thought of that. How's that look to you?”

“I could probably do the clear. If I can't do the invisalign, then I'm fine with the clear braces. But I'm not going to do the metal ones. “

“Okay, terrific.” Domino number one complete!

**NEXT STEPS: Be sure to watch the video or listen to the audio file then take the quiz to test your knowledge and comprehension of the concepts presented in this segment.**

