



Segment Three - Role Playing and the Second Domino

"TREATMENT LENGTH"

This segment begins with our open-ended question for domino number two.

"How long would you expect something like this to take?"

I say, "You know, based on her bite and the amount of crowding, we looked at the X-ray. It's going to be about a year and a half to two years. Are you guys prepared for a year and a half, two years?" It's usually the easiest domino to get over because they are ready.

But there's one in ten who go, "Well, no." "She's joining the military next year. She's going to be deployed. We've got to get this done in six months." This actually happened.

So you can't just tell them. You have to ask questions. Had we not asked that, she might have signed a contract. And then we're three months in, and she goes, "So when am I getting these off?"

This is the easiest domino to get over, but there is occasionally a patient who thinks or wants it to be quicker. And if you don't tell them, and they don't agree, then they use it against you when the doctor leaves the room. The minute he leaves, mom goes, "What do you mean, two years? No, I've got to talk to Dad about this." You're not going to call him back in and settle that objection. She's made up her mind. She doesn't trust this. You're just like the last person she saw. She's confused. We will get through it quickly, 99 times out of 100, but that one who isn't quick, you've actually asked a question no other orthodontist asked, which is, "This is going to be two years of your life in braces. Are you prepared for that?" And she's got to say, "Yeah." What I want

to hear is, "My friend had them for three," and Mom go, "Yeah, I had them for four." Perfect. We're in for two years. So no, let's go right into the pricing domino.

In sales, most salespeople think a script is constrictive. They think it limits what they can do. It actually gives you a lot of freedom. If you know your script and you know the key things that must be said and agreed to without hesitation, this gives you a lot of freedom to use your energy in the TC Room listening to the patient or parent and helping them solve their problems, instead of thinking what you're going to say next.

If you know you've got to hit these points, it gives you lots of time to talk about the patient or to talk about where they were referred from. But if you spend 20 minutes talking about clear brackets, you don't have any freedom at all. Right? We want you in there and out in seven minutes. So this system is actually freeing, in that you know exactly what you're going to say next. You get through options; you go right into time. You get through time; you go right into price. You get through price; you go right into now or later.

So, basically it's a sequence of steps, and Mom is saying yes the whole time, versus us talking the whole time. And remember - she's going to take care of all of the financing. And the only thing that we're giving her a chance to say yes to is what? \$6,000. She's going to go, "I've got to talk to Dad." Yes, I agree with the option. Yes, I agree with the timing. Yes, I agree that this is the place I trust. Even if they say yes to everything, the majority of the time, they still have to talk to Dad.



How do you overcome that?

It helps if he's had a chance to talk about money while he's still in the room--

Which we do.

And then you say between five and \$7,000, depending on your level of membership. Was that kind of something that you were prepared for? And Mom goes, "Yeah." Or Mom goes, "No, I thought this was going to be a couple hundred bucks. I thought my insurance covered all of this." You want to get to if mom goes, "I get it. I understand." You want to know, is this something we're doing now or pushing off until later? Even if they're not going to start today, Mom's going to say, "We're ready now. I've got to talk to Dad about who we're going to use but, we're ready now." Because I want most moms that are in a flex spending mindset to go, "We're not starting until January." I need to know that now so we don't chase them.

But if you don't ask, we don't know. And so do I want to go chase a mom who has told me, "Listen, I love it here. Our friends come here. We're coming here, but we have to start in January"? So now you know you don't have to go chase them with emails and phone calls. But for a mom who goes, "I got to go talk to Dad," the first line is simply, "Well, I'm curious. What would dad say if he were here? Dad would say, 'I want to make sure I'm getting a good deal. I want to make sure that I trust the doctor.' And I want to make sure when you go home to Dad, that he comparing apples to apples because in most offices--" and now you list all the things you do no one else does. "In most offices, they don't have a lifetime guarantee. They're not open on Saturdays. They don't give you a second set of retainers. They charge for emergencies, and we don't. So that Dad has an apples-to-apples comparison. I want to make sure that you're actually giving Dad the right information. So let's schedule a time, and I'm going to call you, and we'll talk

and make sure all Dad's questions are answered. I'll call you next Tuesday, or you want me to call you next Wednesday?" And you actually put it in your books.

And you call Mom and say, "What questions did Dad have?" Dad's going to say, "Sounds like a great deal. I can see why you're a little bit more expensive with the lifetime guaranteeing and free retainers and all that stuff," right? So we just want to give her a chance. We don't want to pressure her and say, "Well, we got to get started today, or your kid's bite going to be off." A lot of offices do at that point, as they see that as a big objection, and they retreat, or they get pushy. We want to see it as a true buy-in signal. What Mom's telling you is, "If I get dad on board, I'm starting here." We want to get her to say that. And you usually follow up within 24 hours, and they do say yes. All right. So we'll get all the way through to money, and we'll let you kind of practice giving a range, and actually will walk you through that part. But we want to get all the way up to, are we going to do this now or later, so we get a feeling of him being in the room while that decision is being made.

So we want to get to that, all the way to the fourth domino.

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. Role play all the way up to the next domino and test yourself for comfort and ease with the script.

