



## Segment Six - Rate Yourself from One to Ten

Now Ashley comes back and says that she really wants Invisalign. I know that this is not a good option for Ashley at all, so our conversation will go something like this.

“Okay, terrific. So Invisalign's a great option for some patients. Unfortunately, it's not a good option for all of our patients. And Ashley, my fear, or concern, is if we do Invisalign with you, it's going to give you a result that you're not happy with and that you're going to be in treatment for far, far too long. So, I'd like to get you a result that you're happy with and you aren't in treatment for the rest of your life.

“Oh my gosh”, she says.

“My recommendation would be that we do the clear aesthetic braces. **How does that sound to you?**”

“I mean, I really wanted Invisalign. And a lot of my friends have it.”

Mom then asks, “Well, if she did Invisalign, how much longer would it take? I know she's worried about being in treatment forever, but would she be able to do Invisalign? How much longer would it take?”

“Great question. She can definitely do Invisalign. If you go to the dentist down the road, he's likely going to put you in Invisalign. But due to the complexity of your case, you're likely going to be coming back here two or three years later because you're unhappy with your result and we're starting over and you're paying for orthodontic treatment twice. So, that you only pay

for orthodontic treatment once, and you're in and out in the shortest amount of time possible, I would suggest clear braces on you.

She says, "I don't even want to do this once, so I don't want to do it two times."

"So that you don't do it twice, you're not in this thing forever." Because the more data you give her, you have to get her to yes quicker. So, that's perfect.

And I usually joke with the kid. I'll say, "Did you know mom told me you're going to wash her car for the rest of your life to pay for braces?"

"So, now that we've gone over the options we have available, this is something that typically takes us anywhere from about 18 to 24 months. Is that something you're comfortable with?"

"The next thing I wanted to go over real quick is, braces in our office typically range anywhere from about \$5,000.00 to \$7,000.00. Is that something that you feel comfortable with?"

"I guess. I don't know how much my insurance covers. I'm really worried about how much I'd have to put down, because we just had Christmas. She's very active in golf, and that's not a cheap sport. She does it all the time, it's like every day."

"I understand. Andrea is going to go over with you how much insurance will cover. The good news for you is that they are going to cover something. A lot of our families don't have any orthodontic insurance. So, it's awesome that you're not paying for it all out of pocket. But provided we can get the numbers right for you, is this something you guys are wanting to move forward with?"

"Her dad isn't going to pay for any of it. So, like I said, I'm really worried about how much down I have to do and then monthly payments, because we just had Christmas and she's a



teenager, very active in school and everything. I don't know how much I could afford per month or even to put down.”

“Andrea will go over with you to the penny what your out of pocket investment will be. You do not have to put the entire treatment; you don't have to pay for it all in the beginning. You can spread it out over the course of Ashley's treatment. Provided those numbers look good, is this something that you're wanting to move forward with?”

“Yeah, if everything works out as far as what we can afford. Like I said, I'm doing this by myself, so we can't afford too much.”

Then Ashley chimes in, “I don't want them right now.”

“Okay. Timing wise Ashley, what sort of time frame are you on? You're currently a sophomore in high school. Is that correct?”

“Yeah, I just don't want them right now though.”

“Okay. Time frame wise, when were you thinking that you wanted them?”

“I don't know. Maybe in a couple of months or something. I just don't want them right now with golf and stuff.”

“A good trick to find their level of engagement is like, **"I'm curious, if you told me on a scale of one to ten, ten being I'm so excited to start with braces, I want them now. And one being, I don't want these at all. I'm just curious where would you put yourself on that scale?"** What would you say? “

And then if it's anything below a five, you say, "I'm really curious, why didn't you rate yourself *higher*?"

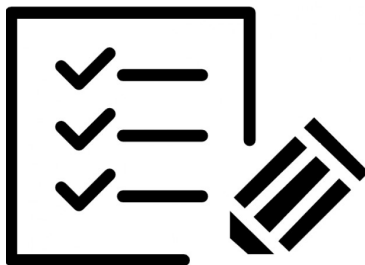
“It's because I think that it's going to take too long. I know a lot of my friends are in them

for so long, but they have Invisalign, so they can't really see it. I'm going to have braces, and I don't want them going into college.”

All we want to do is say, "On a scale of one to ten, ten's you're going to charge the castle, and wear a t-shirt every day that says Borello Orthodontics, you want braces like NOW. And one is you don't want them at all. I'm curious, where are you?"

And she'll say, "I don't know, three." And you'll say, "Now I'm super curious. Why didn't you rate yourself higher?" She's going to give all of her objections. Now if they say nine, they're like, "Nine." "Well I'm curious, why didn't you rate yourself *lower*?" Then they give you all their buying signals.

Because my dad finally is going to give my mom some money or not, or whatever that looks like, or my sister got them when she was in eighth grade, and you told me I was going to get them two years ago. She's going to give you why she wants them, or why she doesn't want them. You don't have to use this all the time but this little trick works. Just say, "I'm curious, " and then let them talk. As opposed to, we'd have to maybe ask her 20 questions before we got to, "Well is it about the look, is it about the time, is it about school, is it her boyfriend?" She'll tell you, "I'm going to prom and I think these things are ugly." Well what if we took your wire out for prom. Just get to the heart of the matter. Get to the crux of it quicker.



**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 end.**