

## Resolving the TC Personality Dilemma

(Make a copy of this and give it to your TC)

As a typical TC you are probably a people-person, but with a weak get-it-done director style. The director personality style makes you decisive; it makes you finish things instead of leaving them unresolved. It makes you try to close the sale at the exam, which gets the new patient started. It helps you go after indecisive will-call-back patients and get them started. But if your director style is weak, this rarely happens. If you do not close the sale at the exam, you will have will-call-back patients to go after—and if you don't go after them they probably won't start. This is a waste since you and your practice worked so hard getting those new patients in the door.

Because you are people-oriented and have a weak-director style you do not want to seem pushy and delude yourself into thinking that you shouldn't "pressure" the patient into starting—this is incorrect and a disservice to the patient. Patients *want* to start, that's why they are there and it's your job to "guide" them through the process (exam, records and appliances) of starting.

You must think, **“This patient *wants* to start and I'm going to make it happen.”**

When conducting the exam, it is best to avoid “buy-backs” and use “pre-closes”. Buy-backs make the patient feel that they may not start—pre-closes makes the patient feel that they've already started. The fewer buy-backs and the more pre-closes you use the more the patient is ready to say, “yes” to getting their braces. The best way to do this is for you to think that the patient has already started. Visualize them sitting in a Tx chair getting their braces or visualize them with braces already in their mouth or visualize whatever works for you. If *you* believe that they have already started so will they.

**Never use the word *if* (if you take records, etc.), always use the word *when*.**

And after all has been presented to them, you are ready to close the sale and get them started with a closing statement like...

**“Now that you know the recommended treatment,  
why don't we set up your appointments and get you started”**

...and then say nothing until they say “yes”.

Should they be indecisive and become a will-call-back patient, don't take it personally, you did your best and they will most likely start when you follow up on them. Again, they *want* to start, but just need a little more coaxing.

Also refer to the **“Getting your Will-Call-Back Patients Started”** management pearl to be the most effective at helping them get started.

You might also find it helpful to refer to the **“Selling Your Orthodontics”** management pearl for a complete approach to getting your new patients started.