

From the Nation's #1 Orthodontic Growth Agency

# HIP

# 5

## GAME - CHANGING PRICE STRATEGIES

### OF THE NATION'S BEST ORTHO PRACTICES



Discover how to overcome price objections  
and start more patients every day!

# THE 5 GAME-CHANGING PRICE STRATEGIES OF THE NATION'S BEST ORTHO PRACTICES

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As a Treatment Coordinator, you need to remember that your patients want to say 'YES!' to starting treatment. Otherwise, they wouldn't have taken the time to come to your office.

When they don't say "YES!" right away, the obstacle in their way is often the cost of treatment. So, if you want to grow your practice quickly, you need to have a step-by-step plan for overcoming pricing objections.

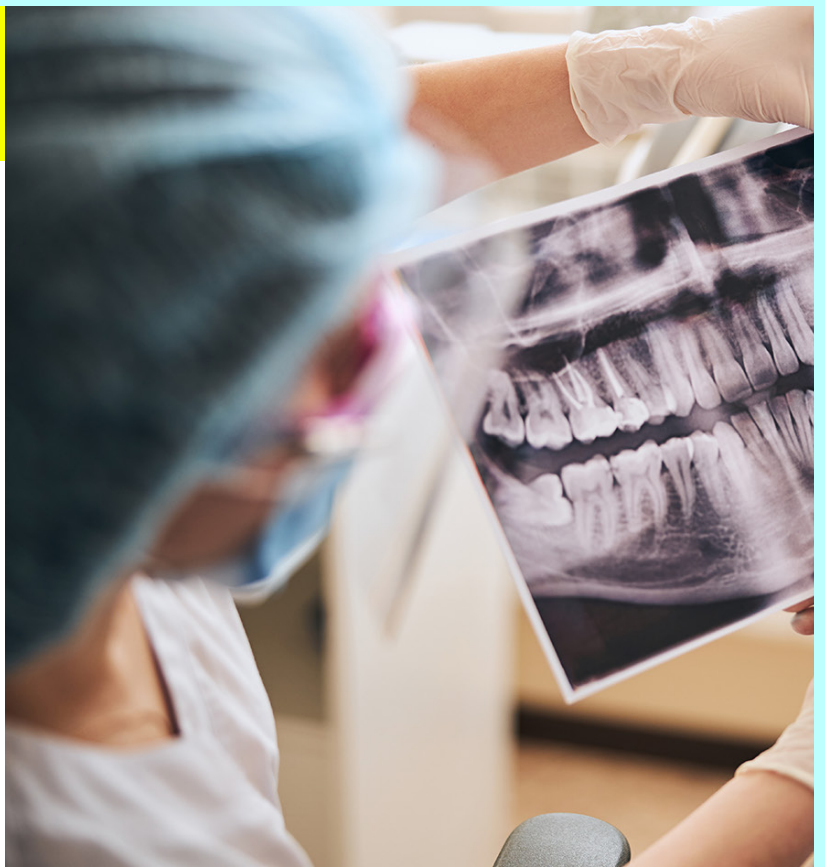
The pricing strategies revealed below come from the best practices of the nation's fastest-growing orthodontists. Follow these strategies consistently, and you'll have more patients starting treatment as soon as today!

## PRICING STRATEGY #1: SAME-DAY STARTS

Offering same-day starts may not seem like a pricing strategy, but it is! Because time is money.

When you offer a same day start, you save the patient an extra trip to your office, which can save them hours of their time, a paid personal day, gas money, and more.

And when you combine same day starts with an incentive, it's a powerful tool for blowing right through price resistance!



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## PRICING STRATEGY #2: ONE PRICING OPTION

When you offer multiple pricing or payment options to a patient, you force them to make more decisions. And that can cause them to hesitate.

You need to make it as easy as possible for them to say "YES!" So give them one, simple, and easy-to-understand payment option and watch your conversion rate rise!

## PRICING STRATEGY #3: THE "MAGIC" NUMBERS

We've helped 100+ orthodontists test every pricing strategy under the sun. And here's what's working at the best practices *today*:

**A down payment of \$300 or less, plus monthly payments of \$200 or less.**

At these prices, few people feel the need to go home and think it over. Which means they're more likely to say "YES!" today!





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## PRICING STRATEGY #4: A "CAN'T SAY NO" OFFER

When your patient is on the fence, a strong incentive is usually enough to help move them to a "YES!"

Right now, we're seeing the "down payment match" promo work wonders at big practices.

Offer to match their \$300 down payment, but only if they make a down payment today. Then be amazed at how quickly they reach for their wallet!

## PRICING STRATEGY #5: BE FLEXIBLE

If your patient doesn't say "YES!" today, their chance of ever starting treatment drops dramatically. So do what it takes to close them before they walk out the door.

For instance, if \$300 is too much for them today, try asking for \$150 down and \$150 in 2 weeks.

Because if you don't flex a bit to convert them today, you risk losing them forever.



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## Help your patients say 'YES!'

Your patients really do want to say 'YES!' You don't need to convince them. Rather, you simply need to help them get past the common obstacles that stand in their way.

By following the proven pricing strategies revealed here, you'll start to see your potential patients turn into paying patients more frequently than ever before.

Remember that 80% of sales is the mindset. Believe that your patients want to say 'YES!', show them how easy it is, and you'll be amazed at how quickly your practice grows!

Brought to you by the nation's #1  
orthodontic growth agency

Over the past decade, HIP Creative has helped both startup practices and the nation's leading orthodontic practices, like Fishbein Orthodontics and Dr. Jennifer Orthodontics, achieve 7-figure growth.

Would you like to see the exact framework we've used to create exponential growth at over 100+ orthodontic practices nationwide?

Just reach out for a free consultation. And we'll show you how to get more of your patients to say 'YES!'



**REQUEST A CONSULTATION**