FREE SCRIPTS // TREATMENT COORDINATOR

When they say "It's too expensive"

Five steps, word for word. Expect the objection, and be prepared with the rebuttal.

PRACTICE LOGO

[Practice name]

HOW TO USE Practice it out loud with a teammate before your next consult. Step 2 only works if your coordinator wrote down the patient's own words on the phone.

1 Agree, and laugh it off

> **"Hell yeah, this is expensive."**

Agree first. Don't defend the price.

2 Put a value on what they told you

> **"How do we put a dollar amount on being able to eat all the foods you want, or smiling with confidence? You mentioned on the phone it's affecting your ability to eat, and your ability to date again."**

Use their words from the phone call (blanks 1 and 2 of the New Patient Handoff).

3 Offer the option they don't want

> **"Do you want to start with something half the price, but you can't eat all the foods you want?"**

Only offer an option your doctor actually provides.

4 Let them say no

> **"Okay, got it. So we just need to figure out a way to make this more affordable for you."**

Wait for the no. Then move to affordability, not a discount.

5 Say payment plans, not financing

> **"Let me walk you through the payment plans we have."**

Explain the different payment options you have available. Financing is one of them.

STOP SAYING

- ✕ "Financing"
- ✕ "It is what it is"
- ✕ Defending the price

SAY INSTEAD

- ○ "Payment plans"
- ○ "Let's make this more affordable for you"
- ○ Their words back to them

FREE SCRIPTS // MAKE IT YOURS

Your rebuttal worksheet

Fill this in for your practice, then role-play it until it sounds like you.

01 Their words

FROM THE PHONE CALL

WHY THEY ARE HERE, IN THEIR OWN WORDS

WHY NOW

02 Your half-price option (step 3)

THE SMALLER OPTION YOU CAN OFFER

WHAT THEY GIVE UP WITH IT

03 Your payment plans (step 5)

USE YOUR LENDER'S REAL TERMS

OPTION	MONTHLY	FIRST PAYMENT	NOTES

04 Role-play checklist

- [ ] Agreed with them before saying anything else
- [ ] Used their own words from the phone call
- [ ] Offered the half-price option and let them say no
- [ ] Said “payment plans”, never “financing”
- [ ] Practiced it out loud with a teammate this week

GET AHEAD OF IT // SEND THIS TO YOUR COORDINATOR

Stop being scared of the money conversation. Expect the objection on every high value case, and be prepared with the rebuttal.

WANT THE WHOLE SYSTEM?

The Implant Consult Playbook

These scripts handle one objection. The Playbook is the full consult system, so fewer patients get to “too expensive” in the first place.

01 What you get

28 PAGE SYSTEM + 14 TOOLS

- **The money conversation, in order:** when and how price, payment plans and the decision come up.
- **Financial Options Worksheet:** lay out their options on one page.
- **Your Plan Patient Summary:** what the patient takes home to decide.
- **Spouse or Partner Call Planner:** for “I need to talk to my husband.”
- **Consult Hold and No-Show Policy** plus text and email templates for follow-up.
- **Trackers and cards:** follow-up tracker, weekly scorecard, role cheat sheets.

The Playbook gives you the system and the tools. The word for word objection library is not in it; these free scripts are a sample of how Blake handles one.

02 Get it

ONE PRACTICE LICENSE, INSTANT DOWNLOAD

Get the Playbook + Toolkit →

CLOSINGMORECASES.COM/IMPLANT-CONSULT-PLAYBOOK

Fillable PDFs, Word and Excel files your team can use the same day. Questions: DM @blakekhundley on Instagram.

