



SALES & CASE ACCEPTANCE

The chairside conversation guide

Six steps for asking better questions at the chair, then using visual education to make the treatment easier to say yes to.

8

PAGES

PDF

FORMAT

10 min

READ



Ask better questions. Understand what the patient really wants. Then use visual education to make the treatment easier to understand.

The core idea. Do not rush into a long explanation. First uncover the patient's pain, desired outcome, and biggest question. Then open the MOLAR Library, search what they are asking about, hit play, and use the visual to guide the conversation.

THE 6-STEP CHAIRSIDE FLOW

- 01 **Ask** — What is bothering them?
- 02 **Listen** — What does it affect emotionally or functionally?
- 03 **Clarify** — What outcome do they actually want?
- 04 **Search** — Open MOLAR and find the exact treatment or question.
- 05 **Show** — Let the patient watch the visual explanation.
- 06 **Connect** — Tie the treatment back to what they told you matters.

Rule. Ask first. Educate visually second. Recommend third.

1. Find the real problem

The first answer is usually surface-level. Keep going until you understand what actually matters to them.

- "What is bothering you most about this right now?"
- "What made you decide to come in today instead of waiting?"
- "How long has this been on your mind?"
- "When do you notice it the most?"
- "What are you tired of dealing with?"

THEN USE MOLAR

Once you know the concern, do not launch into a five-minute lecture. Open the MOLAR Library and search the exact question.

Example: patient says they are unsure whether they need a bridge or an implant.

Search: Bridge vs Implant → Hit Play → Then continue the conversation.

2. Discover the outcome

Patients do not want a procedure. They want something to be different after the procedure.

- "If we could fix this, what would change for you?"
- "What would a great result look like to you?"
- "What are you hoping you can do, feel, or stop worrying about after treatment?"
- "What matters most to you about the final result?"

EXAMPLES

TREATMENT	WHAT THEY ACTUALLY WANT
Braces	They may want to stop hiding their smile.
Implants	They may want to eat normally again.
Veneers	They may want to feel confident in photos.
Sleep treatment	They may want to wake up rested and stop worrying their partner.

USE THE VISUAL TO SUPPORT THE OUTCOME

After you understand what they want, show the patient the relevant MOLAR video. The video explains the treatment. You connect that explanation to the outcome they just described.

3. Find why now

Timing tells you why this matters today.

- "Why is this important to you now?"
- "Is there anything coming up that made you want to address this?"
- "What happens if you leave it the way it is for another year?"
- "What finally pushed you to book the appointment?"

Do not assume every hesitation is about price.

4. Uncover the real objection

- "What part are you still unsure about?"
- "Is there anything about the treatment that makes you nervous?"
- "What would you need to understand better before you felt comfortable moving forward?"
- "Is the biggest concern the treatment, timeline, investment, or something else?"

WHEN THEY ARE UNSURE, SHOW – DON'T JUST TELL

If the patient is confused about the procedure, comparison, timeline, or why something is needed, open MOLAR and pull up the matching education video. Let the visual answer the basic question, then use your time to address the patient's personal concern.

5. Connect the treatment to their words

The visual explains the procedure. You explain why it matters for this patient.

EXAMPLE: CLEAR ALIGNERS

"You told me the biggest thing bothering you is hiding your smile in photos, and you want something discreet because you are client-facing every day. Let me show you the difference between braces and aligners, then we can talk about which one makes sense for your case."

Open MOLAR → Search Braces vs Aligners → Hit Play.

EXAMPLE: IMPLANTS

"You told me you are tired of chewing only on one side and want something that feels stable again. Let me show you how an implant works and why we are considering it."

Open MOLAR → Search Dental Implant → Hit Play.

FORMULA · SAY IT BACK

You told me [PAIN].

You want [OUTCOME].

Let me show you [VIDEO] so this makes sense visually.

Then we can decide whether [TREATMENT] fits your situation.

THE FORMULA

6. Questions by treatment type

Pick what fits the conversation. Do not interrogate the patient.

COSMETIC

- "What do you notice first when you look at your smile?"
- "Are there situations where you find yourself hiding it?"
- "What would make you feel like treatment was worth it?"

MOLAR: Show veneer, bonding, whitening, or smile-design education based on their question.

ORTHODONTICS

- "What made you start thinking about straightening your teeth now?"
- "What bothers you most: how they look, how they bite, or both?"
- "How important is it that treatment is discreet?"

MOLAR: Show braces vs aligners, elastics, retainers, timelines, or movement videos.

IMPLANTS / MISSING TEETH

- "What are you avoiding because of the missing tooth?"
- "Is eating, confidence, appearance, or stability the biggest issue?"

MOLAR: Show implant vs bridge, bone grafting, implant process, or healing videos.

PAIN / FUNCTION

- "What has this stopped you from doing comfortably?"
- "If the pain disappeared, what would improve first?"

MOLAR: Pull up the relevant treatment explanation before discussing options.

7. Change the conversation

The goal is not to talk more. The goal is to make the treatment easier to understand.

INSTEAD OF	TRY
"Do you have any questions?"	"What part would you like me to explain more clearly?"
"Let me explain the whole procedure."	"Let me show you this first, then we can talk about what it means for you."
"Are you ready to move forward?"	"How are you feeling about the options so far?"
"This is the best option."	"Here is why I am recommending this option for your situation."
"The cost is..."	"Before we get into the investment, does the treatment itself make sense to you?"

WHY MOLAR FITS HERE

Your team should not need to reinvent every explanation.

When a patient asks a treatment question: **Open MOLAR → Search the question → Hit play → Continue the conversation.**

The video creates a consistent visual explanation. The doctor or treatment coordinator adds the personal context.

The chairside system

Simple enough for the entire team to use.

- 01 **Ask.** What is bothering the patient?
- 02 **Listen.** What does it affect? Confidence? Comfort? Function? Daily life?
- 03 **Identify the question.** What do they need to understand before they can make a decision?
- 04 **Open MOLAR.** Search the exact treatment, comparison, or patient question.

- 05 **Hit play.** Let the visual explain the basics clearly and consistently.
- 06 **Connect it back.** Explain what the video means for their specific situation and desired outcome.
- 07 **Confirm understanding.** "Does that make more sense now?" Then address the next question.

MAKE THIS THE HABIT

- Patient asks a question? Check MOLAR first.
- Treatment needs a visual? Check MOLAR first.
- Patient is comparing options? Check MOLAR first.

Get the MOLAR library

Give your entire team one searchable place for patient education they can use chairside.

DM "LIBRARY" to get access.



THE NEXT STEP

Stop making content. Start getting patients.

MOLAR is the content engine for dentistry — a patient-education library your practice can run every week without a camera crew, an agency retainer or a blank calendar.

MOLAR TV

01

A streaming library of patient-education video, built for the chair, the waiting room and your feed. Start the 14-day free trial and use it on a real patient this week.

Start the 14-day free trial

MOLAR Social

02

Your practice feed, produced for you. Scripts, edits, captions and a posting calendar that runs off the treatments you already sell. See a live demo of a real practice feed.

Explore MOLAR Social

Book a call

03

30 minutes with the MOLAR team. We look at your site, your market and what you are posting now, then tell you the shortest route to more booked treatment.

Book a call with MOLAR