

OVERCOMING THE OBJECTION:

“We want you to see all of the uninsured kids too.”

1. **FIRST: Acknowledge and Align (*Show You Share the Same Goal*)**

GOAL: Demonstrate that you care about uninsured students too.

Suggested responses

- “That’s a great point — we also want every child to have access to dental care.”
- “We completely agree — helping uninsured students is incredibly important.”
- “Our goal is to help as many students as possible, including those without insurance.”

2. **REFRAME: Focus on Immediate Impact**

Most schools don’t realize

- Many insured students are still not receiving dental care.
- Untreated dental issues impact learning and attendance.
- Helping some students now still creates meaningful impact.
- Starting the program builds momentum for broader access.

Transition statement

- “What we’ve found is that many students with insurance are still going without care.”

3. **Share Our Commitment to Expanding Access**

We partner with Smile America Partners Children’s Charity to help support uninsured students.

Key points to communicate

- The charity helps raise funds and secure grants.
- It supports care for uninsured children.
- It is a growing initiative.
- We hope to expand the number of uninsured students served.
- Starting a program helps identify funding opportunities.

Suggested language

- “We also partner with the Smile America Partners Children’s Charity, which helps raise funds and secure grants to support uninsured students.”
- “It’s a growing initiative, and we’re working to expand the number of children we can help through donations and grants.”

4. **Use the “School Bus” Analogy (*When Helpful*)**

This analogy helps explain the concept in a simple, relatable way.

Suggested response

- “Our goal is to get as many kids on the bus as possible — we just need the fuel to keep it running.”

Alternative phrasing

- “It’s like a school bus — you want to pick up every student, but you still need the fuel to make the route possible.”

5. Position as Progress — Not All-or-Nothing

Once concern is acknowledged, shift to progress.

- “If we can help students who are currently going without care, that’s still a meaningful step forward.”
- “Many schools choose to start where we can make an immediate impact.”
- “Beginning the program allows us to build opportunities for expanded support.”

6. Key Talking Points to Emphasize

Use selectively — don’t overwhelm.

- We share the goal of helping uninsured students.
- Many insured students still lack access to care.
- Helping some students creates immediate impact.
- We partner with Smile America Partners Children’s Charity.
- The charity helps expand access through grants and donations.
- The program is growing.
- Starting now builds momentum for broader support.
- We focus on collaboration and long-term solutions.

7. Example Conversation Flow

SCHOOL: “We want you to see all uninsured students.”

OC:

- A. Acknowledge
“I completely understand — we want every child to have access to care.”
- B. Reframe
“What we’ve found is many students with insurance still aren’t receiving dental care.”
- C. Analogy
“Our goal is to get as many kids on the bus as possible — we just need the fuel to keep it running.”
- D. Introduce Charity
“We also partner with the Smile America Partners Children’s Charity, which helps raise funds and grants to support uninsured students.”
- E. Close softly
“Would it make sense to start helping the students we can reach now while we work to expand support?”

8. Mindset for OCs

- This objection comes from caring about equity.
- Agree with the goal — don’t debate.
- Focus on immediate student impact.
- Emphasize commitment to expanding access.
- Use analogies to simplify the concept.
- Progress builds credibility and future opportunities.

9. One-Line Responses (*Quick Reference*)

- "We share your goal of helping uninsured students."
- "We partner with Smile America Partners Children's Charity."
- "That program is growing through grants and donations."
- "Our goal is to get as many kids on the bus as possible — we just need the fuel."
- "Helping some students now still makes a meaningful impact."
- "Many schools start this way and expand over time."

10. Closing Line Options

- "Would it make sense to start helping the students we can reach today?"
- "Could we begin now while we work to expand uninsured support?"
- "Would starting now still be helpful for your students?"
- "Can we take the first step together?"