

Phone Script

Always speak slowly and clearly with enthusiasm in your voice.
You may close your call any time during the call.

1. Perfect Greeting – Dr. Sheldon's office, this is _____, How may I help you?

2. Questions answered briefly. If asked

- **How much is a new patient exam?**
 - We are running a special for \$79 which includes a comprehensive exam, any xrays and CT Scan that would be needed for the doctors to determine the best treatment plan for you.
 - May I ask who I am speaking with?
 - (Name), how did you hear about our office?
 - What is it you need to see the doctor for?
 - Offer an appointment time.
 - Transition to close.
- **How much does x cost?**
 - It is difficult to be sure how much the actual cost will be before the doctor has had a chance to determine what kind of treatment is needed but if everything is perfect and you just need an implant, they start at \$2000. (Or whatever the treatment is going to be).
 - Transition with: How did you hear about the Dr?
 - Offer an appointment, ask if they prefer morning or afternoon
 - Transition to close
- **Do you take insurance?**
 - We aren't on any providers list but we are happy to file the paperwork for you to submit for reimbursement. *Transition (how did you hear about our office, what do you need to see the doctor for?)* Alternatively you can add:
 - We have 2 financing companies that a lot of our patients use while waiting for insurance reimbursement.
 - We are very proud to not be on a provider's list. Providers limit the type of work that we can do.
 - Offer an appointment time.
 - Transition to close.
- **Closing:**
 - (Name) we have you all set for an appointment on (date). I just need to get a little bit of information from you:
 - Full name (Confirm spelling)
 - Best phone number for you to be reached at
 - Address

- In addition, Dr. Sheldon likes to speak to all of his new patients on the phone prior to their appointment. Would you be available to speak to him on (date)? We will send you all of your paperwork in the mail and we look forward to seeing you on (appointment time and date). Have a great day!
- **Alternative close for CGC:**
 - (Name) we have you all set for an appointment on (date). I just need to get a little bit of information from you:
 - Full name
 - Best phone number to be reach at
 - Address
 - Because you were referred by _____ the fee for the full exam and x-rays is a donation of \$50 to one of our affiliated charities in lieu of the \$224 fee. We will give you a list to choose from when you come in for your appointment.
 - Dr. Sheldon likes to speak to all of his new patients on the phone prior to their appointment. Would you be available to speak to him on (date)? We will send you all of your paperwork in the mail and we look forward to seeing you on (appointment time and date). Have a great day!

3. Transitions questions asked: (A transition question is used when you need to get back control of the conversation.) How did you hear about us? Let me be the first to welcome you to our office.

Have you heard about our NP consultation fee?

What is it that you need to see the doctor for?

4. Dual Alternative Close: Would you prefer to come in on _____ or _____. Would you prefer afternoon or early morning?

End of call – repeat back day and time of appointment and directions. Please give me a call if for some reason you are unable to keep this appointment.

If you do not schedule – Collect Data: Offer to send book, get name address and number so you can follow up and make sure they are taken care of. Place in follow system to send additional literature and contact at a later date.