

Projected Growth Consulting - Phone Skills and Scripts

Everyday Phone Etiquette

- ☐ Enthusiastic and friendly...every time
- ☐ No matter what your mood...every call counts!
- ☐ Smile when you are talking
- ☐ Always answer phone by 2nd ring
- ☐ Never put on hold more than once
- ☐ Transfer the caller to your Patient Sales Consultant
- ☐ Thank you for calling this is _____(your name)...How can I help you today?

Incoming Aesthetic Calls

- ☐ What results are you looking for?
- ☐ Have you researched _____ service much?
- ☐ Have you had other treatments in the past for this or other aesthetic concerns?
- ☐ What conditions are bothering you...and for how long?
- ☐ Share the top 3 benefits for the service they are interested in.
- ☐ Try to match the benefits to the concerns they listed.
- ☐ Can I schedule a time to come in and meet Dr. _____ to discuss treatment options and packages...
- ☐ OR would you like to attend our upcoming Event? We happen to have an Event for _____ Service. This event is only once per year (or twice per year)...
- ☐ We have one coming up on _____ date at _____ time. Space is limited, but I can reserve a spot for you if you like.
OR
- ☐ We offer consultations on _____ day and _____ day...which day is better for you?
- ☐ Morning or afternoon?
- ☐ Great – give two choices!
- ☐ If they need after hours or sooner date, take name and number to call back after you check for cancellations or an opportunity to squeeze it into the schedule.
- ☐ Patients appreciate the extra effort even if it doesn't work out.
- ☐ Call back and offer the best alternative and get them booked!



Incoming Pricing Questions

- ☐ What are your main concerns or results you are looking for?
 - ☐ Repeat back to the caller that the service they are asking for is indeed the best treatment to address their aesthetic concerns.
 - ☐ In order to really achieve your desired results it is often a combination of therapies and services.
 - ☐ Our consultations are with the Physician and are complimentary (or only cost....)
 - ☐ Pricing is often packaged by number of sessions needed to achieve your goals and also by a combination of various treatments. It is difficult to access this over the phone.
 - ☐ So let's get you scheduled for a consultation!
 - ☐ If they still want prices give them the starting price or range and again let them know that it is simply a broad range. Aesthetic goals vary dramatically by patients as does the degree of the condition that you want to treat...
 - ☐ Our consultations are 45 minutes and we show you photos and discuss all treatment options.
 - ☐ We do consultations on _____ day or _____ day, which is better for you?
 - ☐ Do you prefer morning or afternoon? Give 2 choices.
- OR
- ☐ We have an Event coming up on _____ ...if you would like I can book that for you now.
PAUSE>>
 - ☐ Would you like me to email you a menu with prices? (If they will not book the event or consultation.)

Incoming Event Calls

- Enthusiastic and friendly...every time
- We only do our events a few times a year...they are a great way to learn all about our services!
- Our Event Grand Prize is _____ and we have Door Prizes as well like _____.
- Our events are a group consultation and then individual physician consultations
- We offer event only pricing and it is about a 20% discount. We do take a deposit at the event to get the Event only pricing!
- Care to RSVP? We only have a few spaces left. These events are small and by invitation only!
(Create urgency to commit during call!)
- Event Starts at _____
- Appetizers, Beverages, Prizes and Fun! **Reaffirm date and time of event!**

Qualifying Event Attendee Questions

- ☐ Which treatment is the patient interested in?
- ☐ Have you ever had a consultation for this service before?
- ☐ Have you done research online? Feel free to check out our website or RealSelf for more information.
- ☐ Would you like to get the procedure within 6 months?
- ☐ Do you have any questions about pricing or the event discounts?

Event Confirmation Calls

- ☐ Hello, this is <name> from <Practice Name>
- ☐ I am calling to confirm your reservation for our _____ Event this <day and date>
- ☐ Don't forget, you be entered for the grand prize of a _____ <or GC Value>. We will be offering a 20% discount on services if you place your down payment of \$500 during the evening. You will have a one on one exam with Dr. <physician name> to see if this is the right treatment to you! Other prizes include _____! We look forward to seeing you and good luck ☺
- ☐ Check in is promptly at _____.
- ☐ The physician mini exams are done in check in order...so if you need to get out quickly, check in early!
- ☐ The event will last a few hours, and you can have a doctor consultation to talk specifically about your goals. Please call if you have any questions. We look forward to seeing you this - _____ at the event!

Outgoing Event Invitation Calls

- ☐ Hello, this is <name> from <Spa Name>
 - ☐ Dr. _____ asked me to give you a personal call and make sure you were invited to our event!
- OR
- ☐ I am calling you to personally invite you to the event, because I thought you might really like this service.
- OR
- ☐ I wanted to call you and invite you to this event because you were in for a consultation for this service and I thought you might like the Event Pricing and the Discounts we can offer for the service now.
 - ☐ We are giving away a grand prize of a \$<Value> Gift Certificate. We will be offering a 20% discount on services that are paid for during the event. Other prizes include _____!
 - ☐ We have limited space and I wanted to call and invite you. We only do this a few times a year so I hope you can join us.
 - ☐ The event will last a few hours, and you can have a doctor consultation to talk specifically about your goals.
 - ☐ Are you interested in coming? I would be happy to put you on the RSVP list!
 - ☐ Great, we look forward to seeing you on _____date and time and good luck in the contest!
 - ☐ Add them to your RSVP list: Name, Phone, Email Address

Event Calling Campaign Script - detailed

Hello there! This is _____ from (Doctor's or Practice's Name) and Dr. _____ wanted me to personally call you to invite you to our exclusive _____ Event on Thursday, _____, at _____ pm. We are limiting the amount of people we invite and allow into the event, and we only have a few slots available left and we wanted to make sure you knew about it. *(If this is a message, go on to say: If you would like to be put on the Guest List to be allowed into this event, please call us at...)*

Following – you will find scripts for every scenario:

IF THEY ARE DISINTERESTED:

Oh that's okay! We wanted to make sure you knew how much you were valued and that you were aware that Dr. _____ is giving away a Grand Prize of _____ or a Gift Certificate of \$ _____ to the practice – we didn't want you missing out on that!

And we have drawings for some fun door prizes like: _____ -(Botox, Fillers, Products, etc.)

We want to make sure our valued patients have the ability to get a free mini-consult and 20% off of services booked. But that is fine – we understand! If you do any research on _____ service and find you're interested, please let us know at a later time and we'll schedule you for a full consultation.

(Note: We want to be gracious and supportive – warm and inviting – but also give information making sure they know they're passing up a HUGE opportunity to save a great deal of money if this is something they'll be interested in in the near future.)

IF THEY ARE OPEN TO IT AND SAY 'NO I WASN'T AWARE...'

Oh goodness – Well, that's why we wanted to make sure to call you personally and hold your place on the RSVP list. There is a Gift Certificate of \$ _____ being given to the practice as well as a chance to win the drawings we have for Botox, fillers, _____ products (name them specifically). You get a free one-on-one exam with the doctor as well as a 20% discount on _____ service, if you choose to put down a deposit. Do you know about _____? It's an amazing service that to treat _____, _____, _____ (state top 3 benefits of the treatment. It's very exciting that Dr. _____ is offering this to our patients. Is that something that you're interested in? There is a consultation in the round; one-on-one free consults with the Dr, an informational seminar so you can decide that night to hold the Event Discount Pricing, as well as complimentary appetizers and beverages. Would you like to be put on the list?

If they say NO:

That's just fine – we wanted to make sure you knew that we won't be extending these prices or discounts beyond this event, and we value you, so we wanted to make sure you were one of the first ones that knew about it! If you do more research on the _____ services... and find that it's something you want to do – please don't hesitate to call and we'll schedule you for our full priced consultation.

If they ask about bringing a friend:

Keep the element of exclusivity.

Be excited but say, "Have them call us – we are screening people and making sure they are truly interested, simply because we have such a limited amount of spaces available we want those who truly want and need it to have the opportunity for the prizes and discounts." And then ask for the person's phone number! *You can call and say they've been referred by their friend! And you've just increased your database by an additional person.*