YOUR GUIDE TO DEVELOPING A PHONE SCRIPT

Give Your Staff A Key Tool For Success

OBJECTIVE: As you introduce injectable neuromodulators and fillers into your practice, you will likely get many inquires by phone, from both existing and new patients. Since this is a new area for your staff, a simple phone script can help them guide patients—and help you book more appointments. Here are some fundamentals and some sample responses to help you and your staff get started.

1. Answer Phone by 3rd Ring with Friendly/Excited Tone of Voice

☐ Initial greeting: "Good morning/afternoon. This is ------[your name]---- with -----[Dr. name], where this month we're featuring specials on our new injectable wrinkle reducers."

☐ "How may I help you today?" Caller's question about injectables: _____

☐ Verbal Cheerleading: "Sure, I can help you with that. It's a very popular procedure in our practice. Did you have a question or can I schedule you a time where you can learn more?"

2. How Did You Hear About Us? --- Get/Use Caller's Name

☐ "May I ask your name?" Caller's name: _____"

☐ "[Caller's Name].... I'

3. Control the Call With Questions

☐ "Shall I give you an idea of when you can meet with Dr. _____ or did you have a time frame in mind?"

☐ "When were you looking to have this done?"

4. Close Appointment By Getting Caller to Make A Choice

☐ "[Caller's Name].... Dr. _____ books up pretty quickly so let's see when we can get you in here. Did you want a morning or afternoon appointment?"

☐ "I only have two openings left this month on [date/time] or [date/time]. Do either of those days work for you?"

5. IMPORTANT: ALWAYS Get Contact Information.

☐ "I'd be happy to send you additional information about that procedure as well as Dr. _____. Would you prefer I mail or e-mail it?"

☐ "We have a demonstration event coming up. Shall I e-mail or mail the invitation to you and a friend?"

Name: _____

Cell Phone: _____ Other Phone: _____

Email Address:_____

Mailing Address: _____

Preferred Method of Contact: ☐ Land Line   ☐ Cell Phone   ☐ Text   ☐ Email   ☐ Mail   ☐ Fax

Appointment Made: Date/Time: _____ Consult Fee: ☐ YES ☐ NO

Fee Range Given? _____ Financing Info Provided?_____

Notes: _____
_____
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