

Patient Procedure Inquiry

Greeting and Info Gathering:

>>"Thank you for calling (your practice name), this is (your name) .How may I help you today?"

>>"Ok, great! I'm happy to help you with that. May I ask with whom I'm speaking?"

>>"Thank you, (prospect name) . I'm happy to answer any questions you have as well as provide you with some additional information regarding (treatment) . Would you mind giving me a good phone number to reach you at in case we get disconnected?"

Ask about them (patient bonding):

>>"How long have you been considering this treatment?"

>>"Do you have any concerns about it?"

>>"Do you know anyone else who has had this done before?"

>>"Have you had any other consults?"

>>"How did you hear about us?"

Inform regarding procedure and cost:

>>"We're glad you called, let me tell you more about (treatment) ."

- Pull treatment information sheet (or go to website)** to give outline of procedure and address any other questions that come up.

>>"Typically (treatment) costs between (price range) . Is this somewhere in the range you were expecting to spend?"

- If **yes**, say "Wonderful. Were you interested in learning about our financing options?"
- If **no**, say "I understand this may be a little out of the price range you were expecting but let me tell you why our patients choose (your practice name)."
- If **no**, follow up with "I would love to tell you about our financing options. What's your email address and I'll send some information right over"

Selling the Dr. and staff:

>>"Let me tell you why our patients have chosen (your practice name)."

- Personable, listens to patients needs and desires, board certified plastic surgeon, incredible results, etc.

Closing:

>>"What time frame were you looking at having (treatment) ? " (Keep this in mind for follow up if they choose not to book consult right away)

>>Would you like to go ahead and schedule a consultation with Dr. (name) to discuss your desired treatment?

- If yes, say "Ok, great." and proceed to set up consultation appointment.
- If no, say "While you think about when and where you'd like to have your consult, I'd like to send you over some information our patients have found helpful regarding your specific procedure of interest and (your practice name). What's a good email to send this to?"

>>"It was great speaking with you today (prospect name) . Thank you so much for calling and we looking forward to hearing from you again soon."