



Tip Sheet - Building Rapport with Your Leads

A critical component to ensuring the best show and conversion rate with your leads is to start building a RAPPORT during the FIRST INTERACTION. This can be done by implementing the following practices:

- **Asking Questions** about their condition and replying with **empathetic statements that show you are listening.**
- **Reassuring the lead that they have reached the right place** and you are certain the doctor can help them.
- **Greeting them when they come into the office and referring back to something you spoke about** when booking their appointment (i.e. the lead was going on a trip or attending a birthday party)
- **Providing your doctor with a way to connect with the lead when they first greet them.** For example, if the person is unable to play with their grandchildren due to their condition let the doctor know this. The doctor can then greet the person with a statement such as "I'm sorry to hear that your pain is preventing you from playing with your grandchildren the way you would like to. I'm so glad you are here so we can help you and make it so you'll be able to play with them in the future!"

Call Flow Tips

1. Introduce yourself to the new patient and remind them that you're responding to **their request** for help.
2. Resist the urge to jump into scheduling the appointment. **Instead get to know the patient and get them to know you.**
 - a. Ask several questions about their condition
 - b. Show concern and empathy. Remember that taking to time to do this sincerely may lead to you helping to seriously improve that person's life!
 1. This can be done by using an empathetic statement and then paraphrasing what they have told you about their condition.
 - c. Be likeable. The key to being likable is to be genuinely interested in the other person.
3. When a genuine rapport and good communication has been established and they have answered your questions, **talk up the doctor!**
 - a. Make them feel confident that scheduling an appointment with your doctor is the smart thing to do.
 - b. Share a story about another patient with a similar condition that the doctor has helped that is now doing much better.
4. When all of the above is done, **you're now ready to schedule an appointment** for them. But **don't ask when they want to come in**, it will make it seem like the schedule is full of holes.
 - a. Tell them instead that the doctor's schedule is very busy, but since they are in such pain, you're going to find them an appointment as soon as possible.
 - b. Then you can put the call on hold for 30 to 60 seconds while finding available appointments for the new patient.
5. **Invite the patient to ask for you when they come in for their appointment.** That way they will already have someone there that they know. It will make them feel more comfortable.

Remember a new patient is more likely to show up for an appointment if they like the person who scheduled them!