



Lead Outbound Campaign Script (Internal Staff Members)

"Good morning/afternoon, may I speak with XX (lead from 360)". "My name is XX and I'm calling from Dr. X's office. We received your request for a Free [Insert Condition and Appointment Type] and I'm calling to get you set up with an appointment."

"Let me first make sure that we have all of your contact information correct:" (confirm information submitted in lead form)

Is this the best phone number to reach you on?

Is this a cell phone number?

And I have XXX as your email address, is that correct?

"Thank you for verifying that information. Before we get you scheduled, I have a few questions to make sure that this [consultation/seminar] is the right one for you:

"[Name] On a scale of 1-10, with 10 being the most severe, what is your daily pain level?"

- Respond with empathy; "[Name], I'm so sorry to hear that your pain level is so high." (transition to next question)

"Have you been to other doctors or received treatment for this problem?"

-If Yes:

- What type of doctor did you see/treatment did you receive?
- When did you see that doctor/receive treatment?
- Are you currently on any medication for your condition?

-If No: "I'm so glad that we were able to connect with you today. Dr. X's has had great success in helping patients just like you to feel much better!"

"[Name], can you share with me in what ways your condition is affecting your work or your daily activities in life?"

- Respond with empathetic statement and paraphrase what they have told you so they know you are listening. For example: Mrs. Smith, I'm sorry to hear that your condition has caused you to have to reduce your work schedule and is not allowing you to play with your grandchildren the way you used to!

"I appreciate you taking the time to answer my questions. [Name], based on your answers to these questions I want to assure you that you have called the right place. Dr. X is excellent at what he/she does and has helped many patients with similar conditions to yours. Our patients are seeing seeing success rates of 90%+ with treatments and we love seeing patients like you

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get better. It is our mission."

*Now it's time to get the lead scheduled, but **don't ask when they want to come in**, it will make it seem like the schedule is full of holes. Put the call on hold a for 30 to 60 seconds while finding available appointments for the new patient.*

"The doctor's schedule is very busy, but since you are in such pain, I'm going to find you an appointment as soon as possible. Will you please hold for a moment so I can find an available time for you?"

Appointment Type*

Seminar:

Offer seminar slots within the next 5-7 days only . Try to get them in for the current week .

"Which day and time would you like to attend?"

IF NONE OF THE TIMES WORK: "We have an extremely high success rate in treating your condition. We want to help as many people as we can -- so for cases where someone can't make it to a seminar, for a limited time, Dr. X is offering FREE 1-on-1 consultations. During the appointment, you will also receive an education session where you learn the same information you would have learned at the seminar plus you will be able to speak directly to the doctor about your condition. We have a really tight schedule, but I may be able to squeeze you in for day and time that works better for you. "

Consultation:

Get Caller Scheduled

Offer slots within the next 5 days. Try to get them in for the current week .

-Looking at tomorrow or Wednesday which day works best for you?

-They pick:-- Do you prefer something in the morning or the afternoon?

-They pick: -- afternoon -- (you then give them 2 choices) I have a 2:30 or a 4:00 which one works best for you?

You always give them 2 choices.

You never ask them a question they can say NO to. It is always 2 choices.

This is not to say that they will always pick one of the two but your response is always a choice of 2.

Example: Oh, I can't come tomorrow or Wednesday because I will be at a conference -- oh that

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sounds like fun so let's look at Thursday or Friday – which day works best for you. Once they pick their day you go to the second round of morning or afternoon, etc.

"If you have a family member, spouse, or significant other who is involved in your healthcare decisions, you are welcome to bring them along with you. Will anyone be joining you? What is their name?" Put guest's name in the Comments box at the bottom of this form.

"These slots are in high demand. We will be saving you a spot and the doctor and the staff will be setting aside time just for you. If you don't show up, that is time where we could be helping someone else. Can we count on you being here on [Day, Date, Time]? Get firm yes. If not firm then ... "Before I can finalize your scheduled appointment, I need to make sure you are committed to be here since we will be saving you a spot. Should we be looking at a different day or time? *(if initially scheduled seminar may want to offer consultation as alternative)*

Do you have any other commitments on that day that could conflict or delay your arrival for your appointment?" *If no conflicts when reconfirm the commitment to the scheduled date time.*

If they offer there may be some conflicts or concerns, say the following: Should we be looking at a different day or time? *(if initially scheduled seminar may want to offer consultation as alternative)*

"I now have you scheduled for [Day, Date and Time] Can you do me a favor [Caller's Name]? Will you call us 24 hours in advance if you can't make it so we can offer the slot to someone else? Make sure to get a firm yes from the caller. Caller can call the number they just called or the number that they will see in their email.

"Great! Let me tell you where we are located.... Do you know how to get here?" (If not take time to give clear directions).

"We look forward to meeting with you! If I'm not at the front when you arrive, please do ask for me so I can come by and meet you in person! Also, please do make sure to arrive 10 minutes early as we plan to start you on time. Is there anything else I can assist you with?"

"Have a great day!"

Comments