

Use this script as a template and modify as appropriate. The goal is to create excitement about a solution and motivation to show up to a consultation.

Enthusiasm, excitement and positive language are very important. You MUST be enthusiastic! Enthusiasm is contagious and will positively impact the call and how the prospect responds to you.

When you first call the prospect:

Hi, is that (name)? This is (your name) from Dr (name's) office. You requested information online from us regarding dental implants recently, does that ring a bell?

Let them answer.

Awesome, you indicated that you are suffering from (use the details on the form and repeat their concerns) is that correct?

Let them answer.

Great, and is that something that you're still interested in fixing?

Let them answer.

If you don't mind me asking, so I can help you better, why is this important to you?

Let them answer.

That's perfect, based on what you've said, it sounds like Dr (name) is the ideal Dentist for you meet, would you like me to schedule a complimentary, no-obligation consultation with him (or her)? He does have a couple of available slots this week which is quite unusual.

Let them answer.

Book the appointment as close to today as possible. If today's Monday, you could say "we have availability Tuesday or Thursday, which is better for you".

The longer into the future you book, the greater the chance of a "No-Show"

Make the booking

Fantastic you're all booked in, we're really excited about meeting you.

One last question..."Is there any reason you might not show up?" (**VERY IMPORTANT STEP**)

You want them to commit to showing up and this question helps with that.

Points to Remember

1. **Don't allow this call to become the consultation**, respond to question with "without seeing the Dr it's hard to answer that question as I might give you the wrong answer, that's what the consultation is for."
2. **Avoid answering questions about cost**, a good answer is "a prescription without diagnosis is malpractice, it's not ethical for us to give prices without first meeting you as it might be totally the wrong information, that's not good for anybody"
3. **Make it easy for them to show up**, by the way we have free free parking, easy public transport etc, would you like me to email you direction?
4. **Remember you are offering a solution to a problem**, frame it as an opportunity to solve their problems, not a free consultation.