Lead the Patient

Your patients have no idea about what they need, and they're looking to you for leadership. Start strong own the frame, follow your system and insert your script. Finally book them in confidently.

Own the Frame	The System	The Script
- Control is key - Strong Leadership *"Hello, Thank you for calling XXX clinic. How can I help you today?* - ***Next step*** - *Move onto the system*	Start the system early 1. *Rapport* 2. *Empathy* 3. *Demonstrate Value* 4. *Proved "Yes" options* 5. *Book the appointment*	- Create your script

Phone Section 1:	Goal:
Rapport and establishing the reason for the call	To build trust and own the frame

Suggested Script:

"Thank you so much for your call, what is it that you need help with?"

Your Script / Script Variations:

Phone Section 2:	Goal:
Show Empathy	To show that you care & give them confidence that they are making a good choice in choosing you

Suggested Script:

"I'm sorry to hear that. It sounds like that is a real problem for you, we are here to help though."

Your Script / Script Variations:

Phone Section 3:	Goal:
Demonstrate Higher Value	Show that you are the expert in the area

Suggested Script:

"You've come to the right place, our team are experts in getting great results with that"
"You've come to the right place, we see a lot of X and can help you with it"
"Rest assured we are experts in X and can help you"

Your Script / Script Variations:

Phone Section 4:	Goal:
Scarcity	To organize the appointment while the patient has shown initial interest

Suggested Script:

"That sounds serious, and we want to help you straight away."

"It is very important that you get seen straight away."

Your Script / Script Variations:

Phone Section 5:	Goal:
Book the appointment Present "Yes" Options	To fill the diary

Suggested Script:

"John, lets organize a time for you.

(Present options). When suits you best Monday or Tuesday?
Action: *Narrow it to one day*

(Present options). On Monday, would you prefer morning or afternoon?
Action: *Narrow it to morning or afternoon*

(Present option). Great John, would you prefer 10am or 3pm?
Action: *Choose a time*

(Clear). Great John, we look forward to helping you on (DAY) at (TIME).

(Referral Source). Before you go, can I ask who referred you to the practice?"
Action: *Determine referral source*

Your Script / Script Variations: