



THE BOOKING CONVERSATION

The final piece is handing over the entire recommendation. Over 80% of practices miss out by not having a tight process at this crucial stage. The deal is not CLOSED until it's booked in its ENTIRETY.

Step 1: Write your recommendation down so you can pass this to the FOS.

THE SCRIPT:

Practitioner: FOS, this is [NAME], can you please help him/her with this plan?
They need X by Y.

THE SCRIPT:

FOS: [PATIENT NAME], you need (exact recommendations) and you are in good hands with [HEALTH CARE PROVIDER]. Let's get you organised.

PROVIDE YES OPTION:

Provide options to say yes or yes only. As this stage the patient has clearly agreed to treatment. Don't turn it into a negotiation at this point.

THE SCRIPT:

FOS: What combinations of days suit you best? (Give options)
What times are best, morning or afternoon?
This time or this time? (Give options)

ACTION: FOS To Complete Patient Retention Tracker:

N.B. If patient doesn't follow this, go and speak to the practitioner to handle the questions.