

Calling Weight Loss Leads

Hello! I'm calling from Dr. **(insert Dr. name)**'s office. Is **(insert lead name)** available?

(Answer)

Hi **(insert lead name)**. My name is **(insert telemarketer name)** and I just received your request for our complimentary Weight Loss Package! I'd like to schedule you to come in this week. Is now a good time?

If It Isn't a Good Time

Okay, no problem. When is a better time that I can call you?

(Answer)

Great! I'll reach out to you then, but first let me give you our phone number in case you're free before then. My name is **(insert lead name)** and our number is **(insert phone number)**.

If It Is a Good Time

If the intake form is filled out:

Great! I have your intake form here. I want to ask you a few questions about your answers first. It says here that you have been experiencing **(insert symptom)**. How long has this been happening?

-Ask follow up questions.

Example: "Have you done any tests for (insert symptom)" or "Are you taking any medicine for that?"

I'm sorry that you've been experiencing this. We've had patients with similar symptoms. I'll write this down so Dr. **(insert Dr. name)** can go over this with you.

If the intake form isn't filled out:

During your consultation, the doctor will go over the results of your intake form. Can I get your email address so I can set you up with a login?

(Create login for the Symptom Assessment and give instructions on how to log into the member site)

Fill out the assessment and Dr. **(insert Dr. name)** will go over it during your consultation.

Scheduling the Appointment

Okay, let's find a date that works for you to come in. Your Weight Loss Package includes a Metabolism Reboot Class, a 1-on-1 Consultation, and a Body Wrap. We'll schedule you for the class first, and then when you come in, we can schedule the consultation and the wrap.

I have two dates available – (Option 1) or (Option 2). Do either of these dates work for you?

If Yes:

Great. I'll send you an email to confirm your appointment and give you a call the day before. Can I confirm the best email address to reach you?

(Answer)

How about the best phone number to call or text a reminder?

(Answer)

If No:

How about (Option 3) or (Option 4)?

Thank you **(insert lead name)**. We can't wait to meet you on **(insert date scheduled)**.

If You Have to Leave a Voicemail...

First Voicemail:

Hi **(insert lead name)**. My name is **(insert caller name)** and I just received your request for our complimentary Weight Loss Package from our clinic. I'm calling to schedule your appointment with Dr. **(insert Dr. name)**. Give me a call back at **(insert number)**. I'm holding onto your package for you. We're so excited to meet you **(insert lead name)**!

Second Voicemail:

Hi **(insert lead name)**. I'm sorry I missed you again. It's **(insert caller name)** and I'm calling to schedule your free Weight Loss Package with Dr. **(insert Dr. name)**. I'll be here today until **(insert time)**. Give me a call back when you get a chance or leave a voicemail. Our number is **(insert number)**.

Third Voicemail:

Hi **(insert lead name)**. It's **(insert caller name)** from Dr. **(insert Dr. name)**.

Just checking in to see if you were still interested in the complimentary Weight Loss Package you requested on **(insert date)**. I'm still holding it for you. If you'd like to transfer the package to someone else can you give me a call back to let me know? Again, my name is **(insert caller name)** and our number is **(insert number)**.

Additional Tips

Use the potential patient's name at least three times in the conversation.

Example:

“Hello (insert lead name).”

“How long have you been experiencing that (insert lead name)?”

“We can't wait to meet you (insert lead name)?”

Call Frequency Decreases Over Time

Week 1:

Day 1: Call in Morning

Day 2: Call in Afternoon

Day 3: Call in Evening

Week 2: Call Once (on a different day of the week)

Week 3: Skip

Week 4: Call Once (on a different day of the week)

Week 5: Skip

Week 6: Skip

Week 7: Call Once

Week 8: Skip

Week 9: Skip

Week 10: Call Once

Thereafter: Call Bi-Monthly

Offer Two Dates When Making Appointments

Offer two dates when trying to schedule a lead to come in. It encourages the potential patient to make a choice. If the choices don't work THEN you can ask what their schedule is like.