



5 Lead Closing Tips

1. The sooner you get a hold of the lead, the better chances you have of booking the appointment. Try to call them within the first 30 minutes of the lead coming in. The chance of scheduling them decreases if you let the lead linger for hours and days. Get them while they are hot!
2. Check the messages section of your dashboard! See if patients have responded to any text messages or emails and respond promptly!
3. Get them to pay in advance! Here's the script:
 - *We've had a lot of patients booking at our office and unfortunately every once in a while someone does not show up. This wastes a lot of the doctors valuable time. To help prevent that, we're offering a FREE TREATMENT with your \$19 exam if you secure your appointment by paying the \$19 by credit card over the phone right now.*
4. Use the TASKS feature in your dashboard to leave notes on each lead's file and assign a date to follow up with them. These tasks will show up on your dashboard homepage when they are due!
5. Remember... follow-up is KEY! Statistically it takes up to 7 contacts to get a sale. So don't give up too easily!

Advanced Tips:

1. Let them know that for this week, you are actually have a "Bring Your Friends & Family" week, where you can bring in your spouse or a friend and get an exam for only \$9. You could land 2 or more patients for the price of 1 lead!
2. Respond to comments on your Facebook ads! You will get notified on your business page when someone comments on your ad. Be sure to respond and keep them engaged! Many people will ask to book right from the ad!
3. Send leads requests to LIKE your Facebook page. Click on the LIKES part on your ad, and the option to INVITE them to LIKE your page will appear. You can create a tribe of people that follow your office!