



LEAD TELEPHONE SCRIPT

Clinic: "Hi! Is this Michele?"

Michele: "Yea, this is Michele..."

Clinic: "Hi Michele, this is Lindsey from ABC Clinic!"

Michele: "Hi,.....(how are you doing, etc...)"

Clinic: "I got notified that you have just signed up for our \$19 Chiropractic Exam. Are you still interested, because we have a few spots available."

Michele: "Oh ummmm, well ummmm, can you tell me more about it?" (or if they are hesitate, we just say "Let me tell you a bit about it")

Clinic: "Oh okay sure! So when you come in on your appointment, the doctor perform your initial exam and get x-rays if they are needed. We'll then set up your follow-up appointment where we will go over the exam findings with you and give you our plan of action, home exercises, and more. This is all done for only \$19. And if you have insurance, we can even direct bill that for you.

It's normally \$120, but we discounted it for a limited time for a limited number of new patients. It would be best if we at least scheduled your appointment now so that we can reserve your spot for you as spots are going quickly since it's only \$19.

Key Notes

Sales:

"It's normally \$120, but you're getting it for \$19. (The person feels like they are getting a deal)."

Scarcity:

"limited time and for a limited number of new patients...."