

Hi Team,

As part of our ongoing support to help you reach your marketing goals, we regularly "Secret Shop" your practice. The information we gather helps us better train your staff, and provides you with the feedback you need to convert as many leads as possible. The process includes inputting a lead into a form on your landing page, communicating via text with your staff after replying to one of your text messages, and finally calling and speaking with the front desk to inquire about one of your services.

Here is your latest [full report](#) and your [recorded call link](#) for you to review.

Great Job, Keep it Up!

- We received a welcome email 3 texts from you after we input the lead. You also responded to our questions during text engagement.
- The salesperson who promptly returned our call was friendly, professional, and knowledgeable.

Things To Work On

- Contacting a lead with a direct phone call is the best way to ensure that a lead is converted into a potential patient. We recommend contacting leads 3x in the first week with direct calls. *[Unfortunately we only received 1 phone call from you after we input the lead]*

If you would like to further discuss this secret shop please let us know or if you are interested in setting up a front desk refresher training you may do so here: <https://calendly.com/emily-clientmtg/front-desk-training>

We look forward to speaking soon.