

# HOW TO

Convert a  
Phone Lead

# 5 STEPS

to ACE  
your Secret  
Shop



- 1) Get the lead's name and number
  - say your name at the beginning of the call.
  - ask for the caller's name and number
- 2) Show excitement and positive enthusiasm about your spa
  - list examples of why your spa is #1
  - assure the lead that the treatment has great results
  - share brief positive personal feedback about the treatment
  - create friendly rapport with the lead
- 3) Show knowledge of the treatment
  - give the best highlights of the treatment quickly
  - explain that more detailed info can be given in the consultation
- 4) Answer the "Cost Question" in an advantageous way
  - say your disclaimer about how a consultation is needed to be able to give an accurate price quote BUT...
  - give the lowest price range that makes sense for the treatment
  - mention the promos
  - mention any available financing
- 5) Ask to schedule a consultation
  - avoid asking, "Would you like to schedule a consultation?"
  - use engaging phrasing like: "We have a free consultation available tomorrow at noon?" May I book that for you? or "Would you prefer a morning/weekend appointment?"

## Follow Up:

- using the "Post-Phone Follow Up" text template send a text to the lead
- set a "task" in the app to follow up in a few days.



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