



MEDSTAR MEDIA

# 5 Steps to Converting A Phone Lead Like A Pro



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# A Quick Response Time

- Responding to leads as quickly as possible is crucial to success. Consumers have unprecedented choice and many practices are vying for the same customers.
- Reaching out to a lead within 30 minutes can be the difference between them choosing your practice over a competitor.
- It's critical to place direct phone calls as well as have an automated text messaging set up for as soon as a lead is input. As direct calls are the best way to convert leads to potential patients and a welcome text shows the lead we value them as a customer and took the time to send a text message.



# Communicate

## What Sets You Apart

- Identify what makes your Medical Spa different from the one down the street and be able to communicate that effectively.
- Answer the question: “Why should someone come to my practice over another?”
- Credential Your Provider(s) - Patients want to know they are in good hands with an experienced provider and business.
- Communicate your providers education, training, special recognition they have received, and the number of years they have been doing the particular treatment.



# Build Rapport Through Education

- **Educate** the lead on the treatment of interest and be confident discussing the technology and how it works.
- **Build excitement** by sharing your experience with the treatment and results you have seen.
- **Ask what their goal is** in receiving the treatment and find out if they are preparing for an event. Let them know you are interested in them!



# Be Prepared to Answer the Cost Question

- **Communicate** that a consultation is needed to be able to give an accurate price quote.
- **Give the lowest price range** that makes sense for the treatment. Use language such as, “prices start at....”
- **Always mention** that you offer patient financing. Say that “With financing, you might pay as little as \$130/month.”
- **Reiterate the promo** from the ad and the savings you are offering.



# Ask for the Consultation

- **Make it easy** for the lead to schedule by guiding them, using phrases such as, “We have an opening as early as tomorrow afternoon. Can I book that for you?” or “Would you prefer a morning/weekend appointment?”

