



MEDSTAR MEDIA

# **5 Steps to Converting** A Phone Lead Like A Pro



MEDSTAR MEDIA

## Step 1: Respond to Leads ASAP

- › Speed to lead is crucial to success.
- › Get to the client before your competitors do.
- › Direct calls and automated texts show immediate value to the lead.

## Step 2: Highlight your Unique Edge

- › Communicate what sets your Medical Spa apart.
- › Showcase provider credentials to assure patients they're in expert hands.
- › Emphasize Medspa's awards, recognitions, and years in business.

## Step 3: Educate & Build Rapport

- › Confidently educate leads on the treatment and its technology.
- › Build excitement by sharing the treatment experience and results.
- › Understand the lead's goals and foster a personalized connection. Show interest!

## Step 4: Be Prepared to Answer the Cost Question

- › Stress the need for a consultation for accurate pricing.
- › Provide a starting price range.
- › Emphasize patient financing options.
- › Reiterate the advertised promos and savings you are offering.

## Step 5: Book the Consultation

- › Simplify scheduling with specific time options.
- › Offer flexibility by inquiring about preferred morning or weekend appointments.