



SECRET SHOPPER

PRACTICE NAME	Sante
WEBSITE - WHERE LEAD IS ENTERED	https://santembb.com/botox-dysport/
SERVICE TESTED	Botox

RECOMMENDED ACTIONS If you wish to further discuss this recorded call please feel free to let us know.

NOTES The salesperson that answered our call was friendly, professional, and knowledgeable. She answered pricing questions in a recommended way and built excitement around the treatment.

When we asked about the next step with getting the treatment we were placed on hold for 3 minutes until someone else came back on the line who explained the consultation/booking process.

LEAD TEST INFORMATION

DATE	10/12/23	TIME	11:30am EST		
NAME	Elizabeth Ruffa	EMAIL	eruffa87@gmail.com	PHONE	570-730-1982

RECORDED CALL

DATE	10/19/23	TIME	2:23pm EST
PHONE CALL RECORDING LINK	https://drive.google.com/file/d/1vt590gsRHSbsxNyCJfKIR2em9a04A8iO/view?usp=sharing		

<p>OVERALL ANALYSIS</p>	<ul style="list-style-type: none"> ● EXCELLENT ● GOOD ● FAIR ● NEEDS IMPROVEMENT
<p>ABILITY TO ESTABLISH RAPPORT</p>	<ul style="list-style-type: none"> ● EXCELLENT ● GOOD ● FAIR ● NEEDS IMPROVEMENT <p>RECOMMENDATION: STRIVE FOR FRIENDLY & ENGAGING TONE It is essential to establish rapport and interest in the lead.</p>
<p>CONTACT INFO REQUESTED</p>	<ul style="list-style-type: none"> ● YES ● NO <p>RECOMMENDATION: It is essential to introduce yourself by name & ask for the lead's name + contact info at the beginning of the conversation, so you can follow-up.</p>
<p>PERSONALITY</p>	<ul style="list-style-type: none"> ● VERY PERSONABLE, CARING, & FRIENDLY ● PROFESSIONAL & KNOWLEDGEABLE ● PROFESSIONAL BUT NOT KNOWLEDGEABLE ● PROFESSIONAL, DISINTERESTED, LACKING ENGAGEMENT <p>RECOMMENDATION: CREATE EXCITEMENT & CONNECTION We suggest beginning the call by creating excitement around the procedure & leading the discussion with a personable approach to the treatment. This helps to establish a sense that the clinic is a warm & welcoming place and that the procedure will be a positive experience.</p>

<p>EXCITEMENT BUILT</p>	<ul style="list-style-type: none"> ● BUILT EXCITEMENT TOWARDS SPA & TREATMENT ● BUILT EXCITEMENT TOWARDS TREATMENT ONLY ● BUILT EXCITEMENT TOWARDS SPA & PERSONNEL ONLY ● SOMEWHAT BUILT EXCITEMENT ● DID NOT BUILD EXCITEMENT <p>RECOMMENDATION: CREATE EXCITEMENT & CONNECTION</p> <p>We suggest beginning the call by creating excitement around the procedure & leading the discussion with a personable approach to the treatment. This helps to establish a sense that the clinic is a warm & welcoming place and that the procedure will be a positive experience.</p> <p>Reiterate the benefits of the treatment, share a short personal story (ex. <i>"I loved my final result on my abdomen!"</i> or <i>"I've seen such great before & afters on the double chin area"</i>), and ask questions.</p>
<p>EXPERTISE</p>	<ul style="list-style-type: none"> ● QUESTIONS ANSWERED EXPERTLY ● FAIR RESPONSES ● NO EXPERTISE DEMONSTRATED
<p>SALES TACTICS</p>	<ul style="list-style-type: none"> ● MENTIONED PROMOTION + QUOTED LOWEST PRICE ● MENTIONED PROMOTION/FINANCING, BUT DID NOT QUOTE LOWEST PRICE ● QUOTED LOWEST PRICE, BUT DID NOT MENTION PROMOTION/FINANCING ● PRICING QUESTION NOT ANSWERED IN THE RECOMMENDED WAY <p>RECOMMENDATION: RELAY ATTAINABILITY</p> <p>We recommend mentioning any special pricing & financing available, or creating a sense of urgency by mentioning a current sale. When asked about cost, we recommend quoting the cost of the lowest priced applicator and then mentioning that an accurate price can't be given until they can be assessed during their complimentary consultation.</p>
<p>GUIDANCE PROVIDED</p>	<ul style="list-style-type: none"> ● GUIDED ME IN BOOKING & PRICING ● SOMEWHAT GUIDED ● DID NOT GUIDE ME IN BOOKING OR PRICING



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SALES RECOMMENDATIONS

STRIVE FOR FRIENDLY & ENGAGING TONE

It is our recommendation to staff answering calls from potential leads to strive for a friendly and engaging tone. It is essential to establish rapport by introducing yourself by name and asking for the lead's name and contact information at the beginning of the conversation.

CREATE EXCITEMENT & CONNECTION

We suggest beginning the call with the potential client by creating excitement around the procedure and leading the discussion with a personable approach to the treatment. This helps to establish a sense that the clinic is a warm and welcoming place and that the procedure will be a positive experience.

Reiterate the benefits of the treatment, share a short personal story (ex. *"I loved my final result on my abdomen!"* or *"I've seen such great before & afters on the double chin area"*), and ask the lead questions. These are all great opportunities to convert the lead into a consult.

RELAY ATTAINABILITY

We also recommend mentioning any special pricing and financing available, or creating a sense of urgency by mentioning a current sale. When asked about cost, we recommend quoting the cost of the lowest priced applicator and then mentioning that an accurate price can't be given until they can be assessed during their complimentary consultation.

FOLLOW THROUGH

Send reminder texts to minimize no-shows. In the event of a no-show, reach out to reschedule the appointment when the lead does not show for the appointment. We recommend reaching out to attempt to re-book these leads since they are an ideal category to retarget.