



SECRET SHOPPER

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| PRACTICE NAME | Whole Body Solutions |
| WEBSITE - WHERE LEAD IS ENTERED | wholebodysolutions.org |
| SERVICE TESTED | Emsculpt NEO |

RECOMMENDED ACTIONS Please schedule a Front Desk Training: <http://calendly.com/Vania-medstar/front-desk>

NOTES We only received one phone call from you. Contacting a lead with a direct phone call is by far the best way to ensure that the lead is converted into a potential client. There was also no response when we responded to your texts.

When we placed a recorded call the salesperson that answered was friendly, but did not build excitement around the spa or treatment. She also did not answer pricing questions in a recommended way.

LEADS TEST

| | | | | | |
|------|-----------|-------|--------------------|-------|------------|
| DATE | 2/8/2022 | TIME | 3:00pm EST | | |
| NAME | Liz Ruffa | EMAIL | eruffa87@gmail.com | PHONE | 7863213761 |

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| WELCOME EMAIL RECEIVED | <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO |
| LEAD CONTACTED - PHONE | <input checked="" type="checkbox"/> YES (1ST CALL RECEIVED) DATE: 2/10/2022 1:07pm EST <input type="checkbox"/> YES (2ND CALL RECEIVED) DATE: <input type="checkbox"/> YES (3RD CALL RECEIVED) DATE: <input type="checkbox"/> VOICEMAIL(S) LEFT <input type="checkbox"/> NO - ACTION NEEDS TO BE TAKEN |



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| LEAD CONTACTED - TEXT | <input type="checkbox"/> YES (WELCOME TEXT RECEIVED) DATE: 2/8/2022 <input type="checkbox"/> YES (2ND TEXT RECEIVED) DATE: 2/10/2022 <input type="checkbox"/> YES (3RD TEXT RECEIVED) DATE: 2/14/2022 <input type="checkbox"/> REPLIED TO LEAD'S QUESTIONS <input type="checkbox"/> NO - ACTION NEEDS TO BE TAKEN |
| LEAD ENGAGEMENT VIA TEXT | <input type="checkbox"/> CREATED CONNECTION <input type="checkbox"/> QUESTIONS ANSWERED EXPERTLY <input type="checkbox"/> REPLIES CAME AT TIMELY MANNER <input type="checkbox"/> GUIDED TOWARDS MAKING AN APPT <input type="checkbox"/> FINANCING, SALES, PROMOTIONS, PACKAGES, PRICE MENTIONED <input type="checkbox"/> PERSONAL EXPERIENCE SHARED |

RECOMMENDED ACTIONS **LEADS NEED TO BE CONTACTED BY PHONE AT LEAST 3 TIMES IN THE FIRST WEEK. TEXT ENGAGEMENT IS HIGHLY RECOMMENDED TO BUILD A CONNECTION WITH THE LEAD.**

RECORDED CALL

| | | | |
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| DATE | 2/15/2022 | TIME | 2:12pm EST |
| PHONE CALL RECORDING LINK | https://watch.screencastify.com/v/eDYAQe8nNKBDs335qfea | | |

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| OVERALL ANALYSIS | <input type="checkbox"/> EXCELLENT <input type="checkbox"/> GOOD <input checked="" type="checkbox"/> FAIR <input type="checkbox"/> NEEDS IMPROVEMENT |
| ABILITY TO ESTABLISH RAPPORT | <input type="checkbox"/> EXCELLENT <input type="checkbox"/> GOOD <input checked="" type="checkbox"/> FAIR |

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| | <input type="checkbox"/> NEEDS IMPROVEMENT RECOMMENDATION: STRIVE FOR FRIENDLY & ENGAGING TONE It is essential to establish rapport and interest in the lead. |
| CONTACT INFO REQUESTED | <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO 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. |
| PERSONALITY | <input type="checkbox"/> VERY PERSONABLE, CARING, & FRIENDLY <input type="checkbox"/> PROFESSIONAL & KNOWLEDGEABLE <input checked="" type="checkbox"/> PROFESSIONAL BUT NOT KNOWLEDGEABLE <input type="checkbox"/> PROFESSIONAL, DISINTERESTED, LACKING ENGAGEMENT 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. 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. |
| EXCITEMENT BUILT | <input type="checkbox"/> BUILT EXCITEMENT TOWARDS SPA AND TREATMENT <input type="checkbox"/> BUILT EXCITEMENT TOWARDS TREATMENT ONLY <input type="checkbox"/> BUILT EXCITEMENT TOWARDS SPA & PERSONNEL ONLY <input type="checkbox"/> SOMEWHAT BUILT EXCITEMENT <input checked="" type="checkbox"/> DID NOT BUILD EXCITEMENT 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 |

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| | <p>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> |
| EXPERTISE | <input type="checkbox"/> QUESTIONS ANSWERED EXPERTLY <input type="checkbox"/> FAIR RESPONSES <input checked="" type="checkbox"/> NO EXPERTISE DEMONSTRATED |
| SALES TACTICS | <input type="checkbox"/> MENTIONED PROMOTION/FINANCING + QUOTED LOWEST PRICE <input type="checkbox"/> MENTIONED PROMOTION/FINANCING, BUT DID NOT QUOTE LOWEST PRICE <input type="checkbox"/> QUOTED LOWEST PRICE, BUT DID NOT MENTION PROMOTION/FINANCING <input checked="" type="checkbox"/> PRICING QUESTION NOT ANSWERED IN THE RECOMMENDED WAY <p>RECOMMENDATION: RELAY ATTAINABILITY 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> |
| GUIDANCE PROVIDED | <input type="checkbox"/> GUIDED ME IN BOOKING & PRICING <input checked="" type="checkbox"/> SOMEWHAT GUIDED <input type="checkbox"/> DID NOT GUIDE ME IN BOOKING OR PRICING |

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



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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.

PHONE CALL ATTEMPTS

Contacting a lead with a direct phone call is by far the best way to ensure that the lead is converted into a potential client. The conversion rates on those contacted via a phone versus those who are not are almost 4 to 1. In addition, it shows the potential lead that you value them enough as a customer to call them directly.

Top-rated facilities generally reach out to a lead within minutes or an hour after obtaining their contact information, and they make at least two additional follow-up phone calls.

TEXT MESSAGES

Have a welcome text message sent out to potential leads quickly (this can be automated). This is very beneficial, as a welcoming text message lets a potential client know that their request has been received. It also helps to create a personal camaraderie between the spa and the potential client, and an additional channel of communication



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WELCOME EMAIL

We recommend sending out a welcoming email, as well as a personal email as other top cosmetic medical facilities do. Statistics show that sending out welcoming or confirmation emails, as well as follow-up emails, provides greater ROI results when it comes to leads. E-mails also aid in initiating and building a line of communication between the lead and the client.

Additionally, since many leads do not enter their personal cell phone number on online contact forms an email helps to cover all forms of communication to connect with a lead.

FOLLOW-UP

We highly recommend that leads should be contacted by phone, text, and email at least 3 times in the first week. Then, we recommend repeating this process a few weeks later if there's no response from the lead.