



# SECRET SHOPPER

PRACTICE NAME	SKINNEY Medspa
WEBSITE - WHERE LEAD IS ENTERED	<a href="https://www.skinneymedspa.com/coolsculpting/">https://www.skinneymedspa.com/coolsculpting/</a>
SERVICE TESTED	Coolsculpting

## RECOMMENDED ACTIONS

## NOTES

I entered the lead and selected "any" for location. We only received one phone call.

We then called the Miami location. The salesperson that answered was friendly and knowledgeable. She answered pricing questions in a recommended way and shared personal experience. Great job!

## LEADS TEST

DATE	4/11/22	TIME	9:20pm EST		
NAME	Jamie Jones	EMAIL	emmvee13@yahoo.com	PHONE	4085398134

WELCOME EMAIL RECEIVED	<ul style="list-style-type: none"> <li>● YES</li> <li>● NO</li> </ul>
LEAD CONTACTED - PHONE	<ul style="list-style-type: none"> <li>● YES (1ST CALL RECEIVED) DATE: 4/12/22</li> <li>● YES (2ND CALL RECEIVED) DATE:</li> <li>● YES (3RD CALL RECEIVED) DATE:</li> <li>● VOICEMAIL(S) LEFT</li> <li>● NO - ACTION NEEDS TO BE TAKEN</li> </ul>
LEAD CONTACTED - TEXT	<ul style="list-style-type: none"> <li>● YES (WELCOME TEXT RECEIVED) DATE: 4/11/22</li> <li>● YES (2ND TEXT RECEIVED) DATE:4/12/22</li> <li>● YES (3RD TEXT RECEIVED) DATE: 4/15/22</li> </ul>



# SECRET SHOPPER

	<ul style="list-style-type: none"> <li>● REPLIED TO LEAD'S QUESTIONS</li> <li>● NO - ACTION NEEDS TO BE TAKEN</li> </ul>
LEAD ENGAGEMENT VIA TEXT	<ul style="list-style-type: none"> <li>● CREATED CONNECTION</li> <li>● QUESTIONS ANSWERED EXPERTLY</li> <li>● REPLIES CAME AT TIMELY MANNER</li> <li>● GUIDED TOWARDS MAKING AN APPT</li> <li>● FINANCING, SALES, PROMOTIONS, PACKAGES, PRICE MENTIONED</li> <li>● PERSONAL EXPERIENCE SHARED</li> <li>● DID NOT RESPOND WHEN I TEXTED</li> </ul>

RECOMMENDED ACTIONS **LEADS NEED TO BE CONTACTED BY PHONE AT LEAST 3 TIMES IN THE FIRST WEEK.**

## RECORDED CALL

DATE	4/21/2022	TIME	3:28pm EST
PHONE CALL RECORDING LINK	<a href="https://api.twilio.com/2010-04-01/Accounts/AC085d68ab04bf58756b2be37a6666c8c8/Recordings/RE2cf48bfa0a10d5a4708d0a7911dbe627">https://api.twilio.com/2010-04-01/Accounts/AC085d68ab04bf58756b2be37a6666c8c8/Recordings/RE2cf48bfa0a10d5a4708d0a7911dbe627</a>		

OVERALL ANALYSIS	<ul style="list-style-type: none"> <li>● EXCELLENT</li> <li>● GOOD</li> <li>● FAIR</li> <li>● NEEDS IMPROVEMENT</li> </ul>
ABILITY TO ESTABLISH RAPPORT	<ul style="list-style-type: none"> <li>● EXCELLENT</li> <li>● GOOD</li> <li>● FAIR</li> <li>● NEEDS IMPROVEMENT</li> </ul> <p><b>RECOMMENDATION: STRIVE FOR FRIENDLY &amp; ENGAGING TONE</b> It is essential to establish rapport and interest in the lead.</p>

<p><b>CONTACT INFO REQUESTED</b></p>	<ul style="list-style-type: none"> <li>● YES</li> <li>● NO</li> </ul> <p><b>RECOMMENDATION:</b> It is essential to introduce yourself by name &amp; ask for the lead's name + contact info at the beginning of the conversation, so you can follow-up.</p>
<p><b>PERSONALITY</b></p>	<ul style="list-style-type: none"> <li>● VERY PERSONABLE, CARING, &amp; FRIENDLY</li> <li>● PROFESSIONAL &amp; KNOWLEDGEABLE</li> <li>● PROFESSIONAL BUT NOT KNOWLEDGEABLE</li> <li>● PROFESSIONAL, DISINTERESTED, LACKING ENGAGEMENT</li> </ul> <p><b>RECOMMENDATION: CREATE EXCITEMENT &amp; CONNECTION</b> We suggest beginning the call by creating excitement around the procedure &amp; leading the discussion with a personable approach to the treatment. This helps to establish a sense that the clinic is a warm &amp; welcoming place and that the procedure will be a positive experience.</p>
<p><b>EXCITEMENT BUILT</b></p>	<ul style="list-style-type: none"> <li>● BUILT EXCITEMENT TOWARDS SPA &amp; TREATMENT</li> <li>● BUILT EXCITEMENT TOWARDS TREATMENT ONLY</li> <li>● BUILT EXCITEMENT TOWARDS SPA &amp; PERSONNEL ONLY</li> <li>● SOMEWHAT BUILT EXCITEMENT</li> <li>● DID NOT BUILD EXCITEMENT</li> </ul> <p><b>RECOMMENDATION: CREATE EXCITEMENT &amp; CONNECTION</b> We suggest beginning the call by creating excitement around the procedure &amp; leading the discussion with a personable approach to the treatment. This helps to establish a sense that the clinic is a warm &amp; 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 &amp; afters on the double chin area"</i>), and ask questions.</p>



# SECRET SHOPPER

<b>EXPERTISE</b>	<ul style="list-style-type: none"> <li>● <b>QUESTIONS ANSWERED EXPERTLY</b></li> <li>● FAIR RESPONSES</li> <li>● NO EXPERTISE DEMONSTRATED</li> </ul>
<b>SALES TACTICS</b>	<ul style="list-style-type: none"> <li>● <b>MENTIONED PROMOTION/FINANCING + QUOTED LOWEST PRICE</b></li> <li>● MENTIONED PROMOTION/FINANCING, BUT DID NOT QUOTE LOWEST PRICE</li> <li>● QUOTED LOWEST PRICE, BUT DID NOT MENTION PROMOTION/FINANCING</li> <li>● PRICING QUESTION NOT ANSWERED IN THE RECOMMENDED WAY</li> </ul> <p><b>RECOMMENDATION: RELAY ATTAINABILITY</b></p> <p>We recommend mentioning any special pricing &amp; 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>
<b>GUIDANCE PROVIDED</b>	<ul style="list-style-type: none"> <li>● <b>GUIDED ME IN BOOKING &amp; PRICING</b></li> <li>● SOMEWHAT GUIDED</li> <li>● DID NOT GUIDE ME IN BOOKING OR PRICING</li> </ul>