

## 1 HOUR CONVERSION PLAN

	<u>Action Items to Complete</u>	<u>Who</u>	<u>Due Date</u>	<u>Status</u>
1	Review the basics - Answer by second ring			
2	On hold no more than one time			
3	Move calls off the front desk to convert to consultation			
4	Smile--they can hear your smile!			
5	Create greeting protocol for all to utilize			
6	Update and review your on-hold script			
7	Incorporate your monthly special into greeting or closing			
8	Lead the call			
9	Offer the consult day and time option - assume the close			
10	Ask what results they are looking for			
11	Then explain the benefits of the service - and if they match			
12	Review the consultation structure with the team			
13	Practice explaining the consultation process on the phone			
14	Explain they will get time with the Dr. at the consultation			
15	Create your BEST service - suggest research prior to consultation			
16	Recommend your website for more information or photo gallery			
17	Ask if they would like you to email them more information			
18	Track number of new client calls			
19	Track number of consultations booked			
20	This will give you your monthly conversion ratio			
21	The goal is over 50%			
22	You have one chance to WOW them...make it good!			
23	It costs \$100 to \$300 to make the phone ring!			
24	Allow one hour for your consultation			
25	Agree on the process and roles with your entire team			
26	Practice credentialing your providers!			
27	Also, practice your 30 second credentialing of yourself!			
28	What makes our practice special or unique			
29	Share your personal experiences of getting services if you can			
30	Practice building rapport and open-ended questions			
31	Review service benefits selling sheet			
32	Role play at weekly meetings			
33	Have a contest to see who can convert the most!			
34	Practice educating clients on why they should want the proper credentialed provider and the downsides of potential bad outcomes			
35	Know current specials, events and contests.			
36	Try to experience services and products and share			
37	Listen more than you talk			
38	Make the patient excited to meet you when they come in			
39	Have fun! It is contagious.			
40	Ask for more training if you need it.			
	<b>PROVEN SYSTEMS CREATE PROVEN RESULTS!</b>			