

## Direct Mail Response Suggested Scripting and Verbiage

### Preparation:

Everyone should have seen and read the mailer closely, and understand it completely. A sample of each mailer should be placed within easy view of each telephone in the office.

Following is a possible scenario to consider and be prepared for. “C” is a question or comment that the Caller might make. “A” is a response or answer the Staff member might make.

- A: Thank you for calling **YOUR PRACTICE NAME**, where we **YOUR TAGLINE HERE**. This is XXXX speaking. How may I help you?
- C: I just got something in the mail, and I would like to make an appointment.
- A: Certainly, I can help you with that. **My name is XXXX, may I ask who I am speaking with?** (This is a subtle, but powerful, way to **establish rapport** with the person calling, **place yourself in control** by **asking questions**, and direct the person calling to the correct appointment).
- C: This is Mary.
- A: Hello Mary.
- C: Hi.
- A: Mary, are you experiencing any dental pain or discomfort at this time? (This is to **convey empathy**, another very important step toward **Connecting with the Caller** because *people don't care how much you know, until they know how much you care*).
- C: No, I'm not.
- A: Great! Would you tell me, when did you last see Dr. XXXXX?
- C: Oh, I've never been to the Dr. XXXXX before.
- A: Okay. Well in that case, **welcome to Your Practice Name, we're so glad you called and we appreciate that you are considering us! (here's your chance to exude enthusiasm)**. So I can make sure we're directing you to the correct appointment, would you mind if I asked you a few questions?
- C: Well, I'd really just like to know how much a cleaning costs.

A: Mary, I can certainly help you with that. Because this is the first time you will be seeing Dr. XXXX we highly recommend, and in fact, state law requires, that we perform a comprehensive dental health evaluation. In this way, Dr. XXXX can become familiar with your specific oral health condition (**and now the good news**)! **And Right Now, as an offer exclusively for new patients**, we are providing a Complimentary Dental Exam with XXX and XXX [if other services will be included for your practice]. Does that sound like something in which you would be interested?

C: I think so. But, why would you offer that free [sometimes people get bold in their questions!]

A: Mary, the reason we do this is we're so convinced that, once you visit us, meet the dentist, and the rest of the team, and have the opportunity to experience the doctor's expertise, and the friendly atmosphere here, you will want to make us your dental home. So shall we schedule that first visit now?

C: Yes, but what about the cost of a cleaning?

A: Mary, **we take your health very seriously**, and Dr. XXX will want to take a look for him/herself to **make the proper recommendation**. Once you have received your exam, Dr. XXXX will then be able to make an accurate recommendation as to the type of cleaning. In general our cleanings range from \$XX on the lower end to \$XX if periodontal disease is present [discuss with your team how you would like them to handle this very important question]. **We always present you with your options before proceeding with any treatment, and guarantee we will be as gentle as possible**. Does that sound reasonable to you?

C: Yes it does.

A: Great! Now for scheduling your exam, we have two times available. Dr. XXX would be able to see you this week on XXX at XXX time, or he/she could see you next week on XXX at XXX time. Which of these two times would work best for your schedule?

C: Next week on XXX at XXX time would be best.

A: Great! Now I'd like to ask you a few more health-related questions to ensure we are ready for your visit....as well as provide you with directions to our office...[make sure to get full name, and all tel. no.'s for confirming appointment]

Mary, we look forward to meeting you! **We absolutely respect our patients' time**, and pride ourselves on seeing you promptly. We likewise request that you please notify our office if you are running late for your appointment. If necessary, we'll be sure and do the same. Do you have any other questions I can answer for you at this time?

C: No I don't.

A: All right then. On behalf of YOUR PRACTICE NAME, I want to thank you for the trust you have placed in us, we look forward to meeting you on DATE at TIME. Good-bye.

**A FEW TIPS:**

- Be enthusiastic about the Dr., the practice and the aspects of the practice that make you desirable and unique
- Remember to translate "attributes" into "benefits." For example,  
**ATTRIBUTE** "On time scheduling."  
**BENEFIT** "That means we don't keep you waiting and the Dr. will see you at the appointed time."
- Be familiar with as many routes as you can think of to your office. Depending upon your location, you may want to be familiar with bus and train schedules and routes, parking arrangements, etc. If you validate parking, that's another benefit! Some people respond well to "North/South-type" directions. Others prefer 'anecdotal' or "we're just down the street from xxx" type directions. Of course, it's best if you can communicate with both types of people!

Practice and repetition are the keys to success. With this in mind, it is very important to **role play** with one another until the verbiage is second nature, and each of you are ready to handle any "curves" a caller might "pitch" your way.

Good luck with your program. Remember, when the practice grows, everybody wins!

Sincerely,



Daniel A. Bobrow  
AIM Dental Marketing