

How Can I Convert More Prospect Calls?

You have a winning mailer program, one that makes a great first impression about your practice.

You have a winning website, one that projects a modern and professional image.

Now, the mailer program and website are delivering prospective new patient calls to your office. It's time to make the most of these calls and convert them into new patients.

Here are five ideas to help you close more prospect calls and really boost the return on investment with every marketing campaign:

- 1.) Be Confident and Ready – The more active you are with your marketing the more your telephone will ring. Knowing what marketing initiatives are in play each month can help you predict increased call volumes. With a real sense of when to expect these calls, smile and take charge of every new patient opportunity.
- 2.) Have Your Four Key Points – Every prospective new patient calling your office wants to know why they should join your practice. A simple and effective way of consistently communicating the key attributes of your practice is to note four key points in advance for your reference. Keep them near your telephone so that you can reference them when needed.
- 3.) Have Your Big Question(s) – You know in advance the type of new patient you want to attract and a sense of their wants and needs. Have a question or two ready to engage the potential new client in meaningful discussion. The right question could result in a better rapport which could increase your chances of converting or closing.
- 4.) CLOSE – With every call you are working to spark a connection and start a productive dialogue. As important as it is to have a professional and friendly conversation, your goal with these calls is to bring them on as new patients. “I have two appointment times available next week, which one would work better for you?” When closing, also be thinking big picture to include appointments for the entire family.
- 5.) Track The Action – The planning of future marketing is driven by the success achieved with every initiative. With every new caller be sure to ask them what sparked their interest and how they heard of you. Be sure to note this data so that it can be compiled and evaluated later.

External marketing is selling and consistent professionalism is what it is all about. This means making a great impression about your practice at every turn. Take some time at your next team meeting to discuss how you can make your best impression and the most of every new patient call opportunity.