



HAVE THEM AT HELLO!™

Unscripted Telephone Skills for the Exceptional Practice

“How much do you charge for that procedure?”

“Are you on my insurance plan?”

“I need to cancel my appointment.”

Throw out those old, tired scripts! You can be amazingly effective and still be YOU! In this high-energy presentation, Katherine Eitel Belt, Dentistry's Unscripted Communication Expert, shares four simple yet innovative steps to polish your telephone skills and improve your results. Discover how to create consistency of message without using a script and increase productivity tomorrow with incoming new patient calls, including price shoppers and insurance callers. Learn to use a call evaluation process that can make a true, positive difference and accelerate your team training. With conversion rates hovering around 35% and 40% of calls going unanswered in the average dental office, the lost revenue and opportunities are staggering. Whether you are a referral-based practice or market externally, this course will dramatically improve your success in converting more calls to appointments, increasing your marketing ROI and cementing your reputation as a practice with extraordinary patient service.



TELEPHONE SKILLS



Attendees will learn to:

- ▶ Use a 4-part new patient framework instead of a script
- ▶ Handle difficult callers with ease such as price shoppers and insurance questions
- ▶ Implement a call evaluation and training program your team will love
- ▶ Measure your results accurately

Suggested Audience: Doctors, Office Managers, Trainers, and Administrative Team

Suggested Formats: Full or Partial Day; Lecture or Workshop

