

## Prospective New Patient Conversion

- You: <clinic name>, this is \_\_\_\_\_, how may help you?
- Caller: Yes. I'm calling for...
- You: **Good! Thank you for calling us. I'll be glad to answer that for you. May I ask your name first?**
- Caller: My name is \_\_\_\_\_
- You: **Thank you (prospects name). By the way, how did you hear about us?**
- Caller: Because of...
- You: **(prospects name), what type of problem you're having?**
- Have you ever been to a chiropractor before?**
- Intro: **You know, (prospects name), you made a good choice in calling our office. Our doctors are excellent chiropractors with 20 years of combined experience and thousands of happy patients.**
- I'd be happy to set you up with <dr name>. Would today or tomorrow be better for you? Is morning or afternoon best? 2:15 or 4:00?**
- What is the spelling of your name?**  
**And your address is?**  
**And your phone number? Is that home or work?**  
**Do you have an e-mail address?**
- (prospects name),in order to save you some time when you come in, I'll e-mail your first visit paperwork today and look forward to seeing you at (time) on (day), the (date).**

### Only If patient is not willing to schedule yet, go to:

- Consult: **You know, (prospects name), we offer a complimentary consultation, with no strings attached, so that you can meet the doctor and tell him about your (problem). I know you'll really appreciate the kind of care you'll find here. Our doctors take the time to talk with you, explain your care every step of the way, and answer all of your questions. The doctor will always make sure you're relaxed and comfortable before any exam begins. Can I set you up for a complimentary consult?**

Info:

**(prospects name), I have some helpful literature about (problem) and our office, would it be alright if I sent it to you?**