



Have Them At Hello!™

*The Lioness Approach to Instinctively
Great Phone Skills*



Katherine Eitel & Associates • PO Box 423 • Aguanga, CA 92536
Ph: 800-595-7060 • Fx: 951-346-3524
info@KatherineEitel.com • www.KatherineEitel.com

1. Basics

2. Confirmation Calls

a. Confirmation Call Dialogue

1. Use provider name
2. Looking forward to seeing you
3. Reserved time especially for you
4. I wanted to remind you ...

3. Cancellation Control

a. Three Strikes System

Strike One: _____
Strike Two: _____
Strike Three: _____

b. Cancellation Resolution

- c. Four steps to a great call
 - 1. Build rapport

 - 2. Determine needs through questioning

 - 3. Sell solution with enthusiasm

 - 4. Get the details

- d. Three main types of New Patient Calls
 - 1. Cleaning / Check Up

 - 2. Emergency

 - 3. Price Shopper

- e. Handling Patient Concerns