



TURN PHONE CALLS INTO PROFITS



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PRACTICE MAKES PERFECT!

- It is important for anyone who answers the telephone to go through training so that employees have a good understanding that what they do affects the customer experience.
- Providing your staff with telephone training will let them know what you expect from them and provide your clients and patients with a positive experience every time they call.



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THE IMPORTANCE OF QUALITY CUSTOMER SERVICE

- Great Customer service is critical for achieving success.
- When someone calls your spa or office for the first time they are providing the perfect **opportunity** for you to make a **lasting first impression**.



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ATTITUDE SAYS IT ALL

- People often fail to consider what their mood says about their business when they pick up the phone. If a potential client or patient calls, they're looking for a successful business that they can trust and if the staff sound miserable, browbeaten, or like they're sitting in an office that's anything but thriving, seeds of doubt are sown.
- So...answer the phone with a smile on your face and an up beat voice...**every time.**



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A CONSISTANT GREETING IS CRITICAL

Consistency is the name of the game!

- Have everyone at your facility answer the phone the same way
- It is important to match your tone and your brand



KEEP IT SIMPLE _ FOLLOW A SCRIPT

- Employees should use a telephone script and the phone should be answered the same way every time. This can be achieved by developing customer service standards and establishing employee goals that are tied to customer service objectives.



THE FORMULA FOR A SUCCESSFUL GREETING

1. Greeting

An upbeat opening (**good morning**) to the greeting sets a positive tone for the customer and communicates a level of professionalism.

2. Acknowledge The Callers Value

Thanking the customer (**thank you**) for calling communicates that you value their business.

3. Identify Yourself By Stating Your Name

Identifying yourself (**this is Tiffany**) when answering the phone personalizes the conversation for the customer and gives them a contact name and resource for future reference.

4. Offering Assistance

Asking the customer (**may I help you**) how they can be helped sends a message that the person answering the phone cares about meeting the needs of the customer.



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SAMPLE SCRIPT

You Can Download The Complete Telephone Script

“Good morning (afternoon) thank you for calling Dr. Well’s office, This is Tiffany how may I help you?”

When you get calls from prospective Contour Light clients it is important that you try to avoid giving them too much information about the program on the phone. You need to try to get the lead to schedule for the No-Charge consultation.



Important TIPS!

- Always keep a manual by the phone with frequently asked questions!
- If the person answering the phone doesn't know the answer to a question they should invite the caller to the no-charge consultation. That will give the potential client or patient a chance to visit your facility and have all of their questions answered and will give you an opportunity to turn the telephone lead into a client.
- If it is not possible to make an appointment with the caller to come in and meet the clinician, place the client on hold and find the answer to their question. **NEVER** let the client off the phone with unanswered questions!



REMEMBER...

- **The goal for every new phone call should be to set up a no-charge consultation**
- **Telephone** greeting should not be excessively long.
- **Speaking with** a smile on your face helps create a positive tone of voice.
- **The person** answering the phone should know how to find the answers to any questions asked of them.
- **The reception** area should have a manual that can help answer common questions or responses for common requests.
- **Using professional** phone skills should be a part of the goals for your business.
- **Not everyone** is good on the telephone, so monitoring phone skills can help ensure that your spa or office is well represented.