



Contour Light New Caller Script

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 new potential client to schedule for the No-Charge consultation.

Below is the scripting that we recommend the scheduler follows when on the phone with prospective Contour Light clients.

The first question usually asked when a patient calls from advertising is:

Lead: Can you tell me about the program?

CA: Can I have your name please?

Lead: Jane Smith

CA: Jane, since this a very common question, we actually offer a no charge, no obligation consultation. We offer this because there is so much information about the program that it's impossible for me to go over everything over the phone. The consultation consists of a 15 minute informational video that will most likely answer every question you have. After the video, technician will meet with you to answer any other questions that you might have and to determine if you are even a candidate for the program. Does that sound reasonable?

Lead: Sure

CA: great I have day or day available which day works best for you?

Morning or afternoon? Time or Time

If lead wants to know the cost, it is important to try to deflect the question

Lead: Well how much does it cost?

CA: That's all covered in the consultation. Everyone has different needs so its impossible to guess over the phone. Which day is best for you?

If lead still presses on the cost:

Lead: I just want to know the cost.

CA: We have treatment plans starting at_____. The technician will evaluate your needs and set up a customized treatment plan specifically for your needs.

So is day or day better for you?