

# Connect With Callers and GET THE APPOINTMENT!

*Master the Art of First Impressions*



**The average team converts only 30% of new patient phone calls. CLOSE THE PERFORMANCE GAP and soon you'll be converting 90%!**

**Your practice can triple the number of new patients it converts without investing a single extra dollar in marketing!**

Your potential patient's first impression starts with their first phone call. Effective call handling technique is critical to the growth of any dental practice.

Drawing upon over 25 years' dental marketing and patient communication experience, Daniel guides attendees through the process from initial phone call to the happily enrolled new patient. Key points include: establishing rapport, conveying empathy, exuding enthusiasm and confidence, and the art and science of questioning and listening.

Particular emphasis is placed on handling "price shopper," insurance, and second opinion calls. Learn tips for crafting winning on-hold and outgoing messages, and for maximizing the value and impact of your telephone equipment, all of which are key to setting the stage for your team's success with converting callers into scheduled and kept appointments.

Utilizing case studies and an interactive approach\*, attendees learn the essential ingredients to a successful appointment conversion strategy.

**Additional concepts presented include:** the website as appointment conversion tool, and call monitoring technology that empowers teams to self-coach.

**Value Add:** Calls can be made to attendee practices, "genericized" and then evaluated during Daniel's presentations. Ask about including this option for super charging the learning!

## PRESENTATION DELIVERABLES

### ATTENDEES WILL BE...

**ARMED** with the tools to convert even the most resistant caller into a new patient

**EQUIPPED** to eliminate chronic cancellations and book firm appointments

**GIVEN THE insight** to establish rapport, choose and use proper verbiage and etiquette, and manage and guide the conversation

**PROPELLED** to the next level of customer service and maximum efficiency

**MASTERS OF** the simple five step process for connecting with first time callers!

**Suggested Format:** Full or Partial Day; Keynote; Workshop

**Suggested Attendees:** All Dental Audiences



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