

## Receiving a Call Preparing for the Best

As we all know, the questions we ask determine our emotional state, and the emotional state determines our behavior. Before you answer any call, put yourself in the proper state to receive it. Let's use the following to determine objectives and create a prepared script that can be used

- 1) How you view a ringing phone before you answer it will definitely come through in voice inflection and even physiology no matter what kind of actor you see yourself being.

*A ringing phone at the front desk is* \_\_\_\_\_

- 2) *What is the situation?* Is the patient calling to change/schedule an appointment, get information, make a payment, inquire about a new service?
- 3) *What is my immediate outcome?* Do I want to get the patient's butt in the chair or perhaps get the patient's butt in the chair?
- 4) *What is my overall outcome?* Perhaps create trust and rapport and have the patient like and trust me/us?
- 5) *What benefits exist for the patient?* The more you have the patient talk the more you can learn with focus here. Is it perhaps that the patient has heard great things about the Dr from a friend? Are we convenient? Etc
- 6) *What are the things we want the patient to know about us or what we do?* Financing options, new exclusive technology, whitening techniques, current offers, convenient hours?
- 7) *What specific information do I have/need about this patient?* Are they 24 or 75, do they have insurance, when was their last visit, new to the area, where do they live, what/who did they learn about us from, what personal information do I have/need?

