



Proper Telephone Management (Phone Scripting) for Regenerative Medicine

Overriding Principles

- 1. Maintain a Positive Tone of Voice**
- 2. Maintain Control of the Conversation**
- 3. Carefully Listen**
- 4. Help Build Commitment**
- 5. Understand what a "Lead" is.**
- 6. Understand the Concerns of the Caller.**
- 7. Be prepared for the call.**
- 8. Be prepared to schedule an appointment.**



Answering the Phone Important Points to Remember

Before answering the phone, always clear your mind. Put a smile on your face and put excitement in your voice!

Always remember your goal is to book an appointment. You should never try to sell the procedure over the phone. However, you must always arouse the caller's interest and motivate them to come in.

Always control the conversation and never let the caller get control. Asking a question and following the phone script keeps you in control. If the caller is asking all the questions, they are in control!

Never take... "I'll think about it", "No", "If you can't tell me the price, or not interested," as an answer. Just a little extra effort to persuade the caller, can make all the difference in being able to book the appointment.

Remember, the person who is asking the questions is in control of the conversation. When the caller asks a question, answer it briefly, and immediately ask another question (Q-A-Q). Do NOT leave gaps in the conversation, which only leads to them asking additional questions.

If the caller is asking numerous questions, respond by saying:

"I can see you have a lot of questions. That's why we offer a free consultation. Why not jot down your questions, and we'll be sure to address all of them at the time of the consultation."



Phone Script Instructions

The purpose of using the phone script is to ensure that all those answering are doing so in the same basic way and giving the same basic information to everyone who might call to inquire about stem cell therapy.

It is also designed to be a useful tool when needing to overcome objections and/or questions and inquiries about stem cell therapy.

The phone script should be used without exception each time a call comes in with questions and and inquiries about stem cell therapy.

Memorize the Phone Script and follow it!!

The phone is one of the most important appliances in your center and it is of utmost importance that you know how to use it properly.

You should role play using the Phone Script to ensure that every person who is responsible for answering the phone knows how to do it properly.

Remember... Every Time the Phone Rings it is a Potential Patient!!



Telephone Script for Leads

"R3 Stem Cell (or practice name), _____ speaking, how may I help you?"

"Glad you called today! May I ask your name and phone in case we get disconnected?"

_____ (Name), how did you hear about us?

"What are you hoping to improve with stem cells?"

"That is a condition(s) we've had very good success with!"

"Let me first tell you a little bit about our stem cell program:

- Our stem cell programs have helped over 10,000 patients achieve life changing outcomes over the past six years performed by compassionate, knowledgeable providers. Patients love the fact our stem cell program is extremely safe and shown to be effective over 85% of the time."

"__Name__, I'd like to invite you in for a free consultation, so we can tell you more about how we will help you! Are you at home or work today? We have an opening at _____ or we could squeeze you in at _____, which is better for you?"

"Great, we have you scheduled at _____" May I get your last name?" "May I have your daytime phone number? May I have an alternate number?"

"May I have your email address so we can send you our Consumer Guide?"

"If you have a pen handy I will direct you to our Center." Speak slowly and clearly.

"__(Name)__, we have a CONFIRMED appointment at __(Time & Day)__, and I REALLY look forward to meeting you. Thank you so much for calling!"

Listen closely to the caller's concerns. Follow the script using lots of high energy, personality and warmth. Remember, you only get one chance to make a good impression! Book all appointments within 24 hours. This will increase the show rate!



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Common Questions on Lead Call

Procedure Cost Questions

Because we offer a stem cell program and not just a procedure, our programs are individualized. That's why our results are so much better and longer lasting than at other Centers. At the time of your consultation, we will determine the program that will provide the best results for your condition. So I have an appointment today at ____ (time) or ____ (time), which will work better for you?

Because our Centers have performed over 10,000 procedures nationwide, our volume has made our stem cell programs very affordable and can be worked into most anyone's budget. Financing options are available too. Our main goal is to help improve your quality of life substantially. We can see you at ____ or ____, which do you prefer?

We will work with you to fit the stem cell program into your budget. There is no commitment to come in and find out about the program and how it can work for you. What do you have to lose, but the pain? Would ____ or ____ be better?

Procrastination Question (Have to Check my Schedule, or I have to think about it)

____ (name), Why not come in for your free consultation. You have nothing to lose but the pain. You could potentially start seeing results after the procedure within a week. We can see you at ____ or _____. Which is better for you?

____ (name), I understand, we all have hectic schedules. Your initial appointment will take about one hour, so let's see how we can fit this into your schedule today. Is morning, afternoon, or evening better for you?

Our appointments are filling up fast, it's best to secure a time, and then if you need to adjust later, you can simply call us back. I have an opening at ____, or I could squeeze you in at ____, which will work better for you?

I have to discuss this with my spouse



- REPAIR
- REGENERATE
- STEM CELL • RESTORE

_____ (name), why not take advantage of our free consultation, which will give you all the information you need, and then discuss it with your spouse. In fact, better yet, why not have him or her come with you at the time of consultation? Are you at home or work today?

Can you tell me how your procedure works?

_____ (name), our stem cell procedures involve a customized program based on your condition. These procedures are safe, they are outpatient, virtually painless, and the vast majority of patients see results within two weeks.

And if they still want more info:

The providers are compassionate and knowledgeable, and only use stem cell biologics that have millions of live cells and are obtained ethically. All of this gives us a unique advantage over any other Center to help you achieve a pain free outcome.

We would love to meet with you at _____ or _____. Which do you prefer?

I'm Shopping Around

_____ (name), most stem cell clinics sound good over the phone. Why not take advantage of our free consultation, which will give you ALL the information you need to make an informed decision. R3 Stem Cell has performed over 10,000 successful regenerative procedures with lasting effectiveness over 85% of the time. We would love to meet with you at _____ or _____. Which do you prefer?

Why wouldn't I just shop on price?

_____ (name), that might make sense if all Centers offered the same stem cell material and procedure but they don't. Most Centers cut corners on the stem cell product and it has no live cells which means your outcome will be inferior. No Center has done over 10,000 like we have, or has an IRB approval for safety.

What this means is you should take advantage of our free consultation to hear about these differences and how they can benefit you to make an informed decision. We'd love to meet with you at _____ or _____. Which do you prefer?