



Consultation Conversion Quick Guide

- ☐ Initial Phone Call Using the Phone Form.
- ☐ Shock and Awe Welcome Email.
- ☐ Selfie Introduction Video Texted.
- ☐ Pre-Consult Call Preparing Patient to Say Yes at Consultation.
- ☐ In-Person Visit – Welcome
- ☐ **Set Intention to Make Patient Comfortable:**
 - ↳ ☐ *[patient's name], just so you know my job is to give you all the information you need to make a good decision. Of course, I want you to choose us, but that's completely up to you.*
- ☐ Hallway Huddle to Prep Surgeon.
- ☐ Surgeon Meets with Patient & Makes Recommendation (Your attendance is recommended but optional).
- ☐ Hallway Huddle for Surgeon to Prep PCC.
- ☐ PCC Meets with Patient in Private Office.
- ☐ **Get Feedback After Surgeon Meets with Patient:**
 - ↳ ☐ *So, how did it go with [doctor's name]?*
 - ↳ ☐ *Did [he/she] answer all of your questions?*
 - ↳ ☐ *How are you thinking and feeling about this?*
- ☐ **Position the Physician and Why Choose Us?**
- ☐ **Present Quote:** Talk as if they are moving forward. Assume they are.
- ☐ **Convert! Ask for a decision using a Choice Question:**
 - ↳ ☐ *So, [patient's name], did you want to go with the [full procedure] or just the [partial procedure]?*
 - ↳ ☐ *So, did you want to go with all [higher number] areas or just [lower number] for now?*
 - ↳ ☐ *So, [doctor's name] performs surgery on [days of the week for surgeries]. Do you have a preference?*
 - ↳ ☐ *The fees for that procedure are [\$ amount], or only [\$amount]/month when you use our easy pay plan. Which makes the most sense to you?*
 - ↳ ☐ *[patient's name], all I need is a [\$ amount] deposit (non-refundable) to reserve your surgery date. We accept all major credit cards, checks or cash. Which do you prefer?*
- ☐ **Handle Objections:**
 - ☐ Why so expensive?
 - ↳ ☐ *Dr. Smith's fees are based on the exceptional results he's able to achieve.*
 - ↳ ☐ **Help Them 'Find the Money'!**
 - Use multiple credit cards.
 - Get an increase on current card limits.
 - Apply for a new 0% interest credit card.
 - Take out a home equity loan.
 - Use someone else's Care Credit account
 - If bad credit, have a friend apply for a loan for you.
 - Sell stuff on eBay (or similar) that you don't use.





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- Downtime:
 - ↳ ☐ *You're right, [patient's name]. There's never a good time because life will always get in the way, so you just decide, then make the time and it all works out, doesn't it? Why not make time now so you can start enjoying your new look for years to come?*
- I have to think about it:
 - ↳ ☐ *I'm sorry I didn't explain things more thoroughly so let me do that now. What can I clarify for you?*
- I have to talk to my husband:
 - ↳ ☐ *[patient's name], what if he says no? What would he say no to?*
 - ↳ ☐ *But he wants you happy, right? Isn't the saying, 'Happy wife, Happy life'?*
 - ↳ ☐ *If you told him how much better you would feel about yourself, wouldn't he want that for you?*
 - ↳ ☐ *Hasn't he ever spent crazy money on something that you didn't understand, but it made him happy, so you went with it?*
- ☐ **Other Objections: Be a problem solver!**
 - ➡ TaskRabbit ➡ DoorDash ➡ InstaCart ➡ ChildcareNetwork
- ☐ **Negotiating Strategies Examples:**
 - Extra 10% discount if they pay all fees in full at the consult (must tell ahead of time so they are prepared).
 - 5% Cash discount.
 - \$500 Off if they put down deposit today.
 - Free Botox or Filler is included with surgical procedure.
 - Discount if they approve other surgeons watching their surgery.