



# Follow-Up Cheat Sheet

## Follow-Up While still in front of the patient who has to 'think about it', 'talk to their husband' or 'do more research':



"Suzy, it sounds like you aren't quite ready to make a decision today. That's totally fine, so let's do this. I'll give you a call tomorrow at this same time and that will give you more time to (think it over / talk to your husband / think of more questions you have), and that will help us close out the conversation. How does that sound?"

## Same Day EMAIL Follow-Up Examples:

To: [suzy1234@gmail.com](mailto:suzy1234@gmail.com)

Hi, Suzy. Here's the video I told you about...

Hello, Suzy.

Thank you for coming in for your consultation! It was a pleasure to meet you (and congratulations on your new job!)

Dr. Smith says you're the perfect candidate for a tummy tuck! So, I'll call you to talk about the next step.

Please keep in mind that the 10% price reduction I quoted you for your procedure is ONLY good until next Tuesday!

I don't want you to miss out on a great result at a fair price, so we'll talk soon!

— Karen Sims, *Patient Coordinator*

Email: [karen@drsmith.co.com](mailto:karen@drsmith.co.com)  
Cell/Text: (555) 555-5555

P.S. [CLICK HERE](#) to watch this video of Connie. She's the patient I told you about. Check out what she said about Dr. Smith. She's really funny and her results are amazing!

To: [suzy1234@gmail.com](mailto:suzy1234@gmail.com)

Hi, Suzy. Here are the fantastic videos and photos I mentioned...

Hello, Suzy.

It was such a pleasure to get to know you better today during your consultation. Dr. Smith says you are the perfect candidate for this procedure, so I'll call you tomorrow so we can talk about the next step.

Below is my direct mobile number, so we can chat via text or voice.

— Karen Sims, *Patient Coordinator*



Email: [karen@drsmith.co.com](mailto:karen@drsmith.co.com)  
Cell/Text: (555) 555-5555

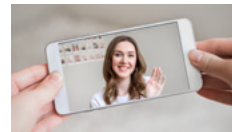
P.S. I included [THIS LINK](#) to more videos and photos for you to review at home. I don't want you to miss out on your own fantastic results. Enjoy!

To: [suzy1234@gmail.com](mailto:suzy1234@gmail.com)

Hi, Suzy. Here's a video message for you...

Hello, Suzy.

It was so great to meet you! I made a special video message just for you. Please click on my photo to watch:



We talked about the flatter tummy you want in time for summer, so let's be sure you get that!

Our schedule is filling up and we need to allow enough time for your full recovery before summer starts. So, let's set the surgical date.

I only have 2 openings left in March. So, does Monday, March 25<sup>th</sup> work for you? Or, would Friday, March 30<sup>th</sup> be better?

Let me know right away so I can get you in! Talk with you soon!

— Karen Sims, *Patient Coordinator*



Email: [karen@drsmith.co.com](mailto:karen@drsmith.co.com)  
Cell/Text: (555) 555-5555

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# Follow Up Cheat Sheet

## Next Day CALL/EMAIL/TEXT Example:



"Hello, Suzy, it's Karen from Dr. Smith's office. Are you ready to book your procedure? I still have 2 dates available next month on the 25<sup>th</sup> and the 30<sup>th</sup>. Do either of those work for you?"

## Examples on How to Follow-Up with Compelling Information:

### Schedule Filling-Up:



"Hi Suzy, it's Karen from Dr. Smith's office. Since you were anxious to look great in time for your vacation, I wanted to let you know we are booking up quickly for the next 2 months. However, I still have two surgical dates for May 25<sup>th</sup> and the 30<sup>th</sup>. Do either of those dates work for you?"

### Limited Availability:



"Hi Suzy, it's Karen from Dr. Smith's office. I wanted to let you know I just learned Dr. Smith will be away several weeks in April, so we are booking up quickly, and you probably won't want to wait. I still have two surgical dates for August 25<sup>th</sup> and the 30<sup>th</sup>. Do either of those work for you?"

### Price Reduction Expires Soon:



"Hi Suzy, it's Karen from Dr. Smith's office. I'm calling to remind you that the 10% price reduction I quoted you for your Tummy Tuck is ONLY good until Tuesday. I don't want you to miss out, so can we get a surgical date on the calendar for you? I can tell you our next available dates if you're ready?"

### Special Offer:



"Hi Suzy, it's Karen from Dr. Smith's office. I was thinking of you today because I have an opportunity you might be interested in since you were concerned with price. If you are available to do your surgery on a Wednesday during the month of February, I am able to offer you a \$500 discount off the OR fee. How does that sound?"

### New Information:



"Hi Suzy, it's Karen from Dr. Smith's office. It was so great to meet you the other day. I know you're thinking it over, and I have some news that might help. Our finance company just introduced a 0% Interest-Free Pay Plan so you can have what you want now without using your own credit card. Shall I look into it for you? I can get you an answer within minutes if you're interested?"

### Book Now for Freebie:



"Hi Suzy, it's Karen from Dr. Smith's office. Our vendor just offered us two free post-op garments and recovery kits, and I can save one for you if you're ready to book your surgery. How does that sound?"

### Recovery Time:



"Hi, Suzy. It's Karen from Dr. Smith's office. You mentioned wanting to look great for the holidays, so we need to consider the recovery time. Even though the downtime is less than 7 days, you'll still be limited in some activity like dancing. So, we need to schedule soon. I still have two surgical dates available for November 25<sup>th</sup> and the 30<sup>th</sup>. Do either of those dates work for you?"

### Answer Objection:



"Hi, Suzy. It's Karen from Dr. Smith's office. Since you had some concerns about the post-op recovery, I spoke to Sheila at the fantastic nursing service we use, and they're available to take care of you after surgery. They just ask that we give them at least 2 weeks' notice. How does that sound?"



# Follow Up Cheat Sheet

## Texting Example:



Hello, Suzy, it's Karen from Dr. Smith's office. We just had a surgery slot open-up that you may want. Do you have a minute to talk now?

### ↳ If they are interested:

"I just learned our patient has to postpone her surgery, so if you can fill the slot, I'm able to offer you \$1,000 off your quote. How does that sound?"

