



HAVE THEM AT HELLO!™

The Lioness Approach to Instinctively Great Phone Skills

Throw out those scripts! You can be better and still be YOU! In this presentation, Katherine Eitel, one of the nation's leading experts in patient communications, will show you how to throw out the scripts and tap into your own instinctive greatness to be better than ever! By following a few simple steps, everyone can improve their results on the phone and their value to the practice. Katherine will give you four simple yet innovative steps that will increase your productivity tomorrow with new patient phone calls. Also, improve your success with price shoppers, insurance-driven patients, emergencies, "cleaning only" patients, pending treatment and hygiene reminder calls as well as confirmation calls and ways to cut your cancellations in half!



Don't Market Your Practice... until you and your team have taken this course! If you currently promote (or plan to promote) your practice in any media such as yellow pages, direct mail, newspaper, radio, television, retail signage or simply through a targeted internal PR campaign, this course will dramatically improve your success and ROI with these telephone calls. Designed for doctors and the entire team, this course will change the way you view those media-generated, or internally-generated, phone calls for which you are paying so much money!

COURSE OBJECTIVES:

- Convert more calls to appointments
- Increase return-on-investment from advertising callers
- Keep patients from canceling
- Improve success with:
 - Price Shoppers
 - Insurance-driven patients
 - Emergencies
 - "Cleaning only" patients
 - Pending Treatment & Hygiene Reminder Calls
 - Confirmation Calls
- Learn 4 easy steps to a great call
- Juggle multiple calls with finesse
- Analyze a real new patient call
- Customize your own information intake form
- Preheat patients for cosmetic treatment
- Have patients hanging up saying, "WOW!"

*Let Katherine's
Solid and Upbeat
Presentations
Make Your Next Meeting
a HIT!*



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Phone Skills