

# CONVERTING CALLS TO CLIENTS

- 01 SAY HELLO AND THANK THE CALLER FOR CALLING THE PRACTICE
- 02 INTRODUCE YOURSELF
- 03 ASK FOR THE CALLER'S NAME AND NUMBER
- 04 "HOW DID YOU HEAR ABOUT THE PRACTICE?"
- 05 "TELL ME WHAT IS BRINGING YOU / YOUR LOVED ONE IN FOR COUNSELING?"
- 06 SPEND TIME BUILDING RAPPORT WITH THE CALLER
- 07 RECOMMEND A PARTICULAR THERAPIST AND GIVE REASONS WHY
- 08 SELECT AN APPOINTMENT TIME
- 09 SHARE THE COUNSELOR'S RATE
- 10 DISCUSS ANY OTHER DETAILS RELATED TO SCHEDULING

## EXTRA TIPS:

### IF YOU ARE A CASH-PAY PRACTICE:

- BE PREPARED TO EXPLAIN WHY INSURANCE MAY NOT BE THE BEST OPTION
- DISCUSS HOW SUPERBILLS WORK
- OFFER TO CHECK BENEFITS FOR THE CLIENT

### CHANGE EMAIL CONVERSATIONS INTO PHONE CONVERSATIONS

TALK ABOUT CONVERSION RATES WITH NEW CALLS FOR INSURANCE AND SELF-PAY

