



RECALL SCRIPT

- 97% of patients want to be led

First thing is to be in a **STATE** (i.e. smile, be positive, etc.). Next is to develop a **RAPPORT** with the patient.

Patient “Hello?”

CA “Hi John. This is _____(CA) from Hampton Family Chiropractic. It’s great to talk to you (to hear from you). How’s your health? I was calling because we haven’t seen you or you haven’t been adjusted in awhile and we want to get you **back on track**.”

Patient “I’m doing great.”

CA “Awesome. I’ve got time available for Monday or Tuesday at _____(look at patients file to find their prefer time).

OBJECTION MANAGEMENT SCRIPTS

Patient “I’m feeling great.”

CA “All the more reason to stay in a state of wellness.”

Patient “No, I don’t want to come in. (I’m not interested in coming back)”

CA “OH, I’m concerned. Why do you feel that way?”

(Patient will often give you their reason – i.e. financial, time, location)

Patient “I’m finding that it costs too much.”

CA “Good health does cost these days. I agree with you. But it’s Dr._____. policy that we make it affordable for everybody. What if we created an affordable and cost effective plan for you? Would that work?”

Patient “I have no time”





CA "Well, let's schedule you in on a tentative day. Would that work for you?"

Patient "It's too far for me. The location is inconvenient."

CA "We do have early morning and late evening appointments that allow you to get in and out of the office within 10 minutes."

"We can put you on a Flex schedule."

"Where do you work? Where do you live?"

(From that, you will be able to find out when the best time is for the patient to come in)

"If we could find the time that works for you, would that work with you?"

Patient "I feel that I didn't see any improvement with care."

CA "Let me book you in for a complimentary consultation with Dr._____. He/She would love to see you and have a discussion about your results and any concerns you may have."

"It might be nutritional. I can book you in with our Nutritionist and/or Homeopathic Doctor. Dr._____."

Patient "I no longer have pain."

CA "What about the other 90% of your nervous system? Only 10% is dedicated to pain."

Patient "No, I don't want to come in"

CA "The door's wide open when you want to return."

