Take on New Patients Cold Calling Script

Gatekeeper:

Hi there my name is Juan, I'm calling from (your company), who would be the best person to speak with that handles your new patient referrals?

Office Manager or Dentist:

Hi my name is Juan, I'm calling from (your company). We help (x niche) get new patient referrals. The reason for my call today is to find out if your currently taking on new patients?

Yes

Ok great, so we use social media to generate new patients each month and we're looking to partner with one new dental practice in the X area to help do the same.

Let me ask ya, do you currently have a social media strategy in place to get new patients?

How are you currently getting new patients?

Based on the staff you currently have, how many new patients could you take on each month?

Okay great, well based off what you told me it sounds like we have great numbers to work with and it sounds like you would be a potential good fit for our program.

So the next would be to schedule a follow-up call where I'll walk you through our entire process and system step by step through a screen share presentation.

Do you prefer mornings or afternoons?

Fantastic!

See you X day at X time