

APPOINTMENT SETTING CAMPAIGN - US B2B

CAMPAIGN OVERVIEW

Our client, specializes in creating UNADVERTISING programs for Doctors, Dentists et al to improve their patient inflows. This program is not only for those who can't afford the high costs of traditional advertising but also for those who are looking to augment their current advertising options. The program aims to create better word of mouth propaganda for the Doctors instead of relying only upon existing patients to provide referrals.

ROLE OF TELESales REP (CALLING AGENT)

The Telesales Rep needs to make outbound calls on Doctors' offices, **talk very briefly** about the program, create interest, handle initial objections and finally set up an One hour phone consultation with the Client's salesperson.

CONFIRMED APPOINTMENTS

For the purpose of commissioning a call centre, a 'confirmed appointment' is one wherein the phone consultation takes place between the Client's salesperson and the Doctor at the appointed time.

CALLING SCOPE/ CALLING DATA

Calling is done all over the US. Calling data will be provided by the Client.

CALLING HOURS / WORKING DAYS

9am EST – 5pm PST, Monday through Friday.

PAYOUTS

a. \$5 / BILLABLE HOUR / TELESales REP for a maximum of 160 billable hours per month per agent totaling to \$800 per calling agent/hour. Telesales Rep (calling agent) must produce 60 confirmed appointments in a given calendar month for Client. Hourly payment charges will be prorated upwards or downwards based on respective month's performance. For example:

1. 60 Confirmed Appointments by 1 agent = 100%

Payout for 60 confirmed appts is still \$5/hr/agent x 160 hours/agent in a month x 100% = \$800 for 1 agent

2. 40 Confirmed Appointment by 1 agent = 67%

Payout for 40 confirmed appts is \$5/hr/agent x 160 hours/agent in a month x 67% = \$536 for 1 agent.

3. 35 Confirmed Appointment by 1 agent = 44%

Payout for 40 confirmed appts is \$5/hr/agent / 160 hours/agents in a month x 44% = \$352 for 1 agent.

b. Hourly charges will be paid every 15th of the month of following month. Timesheets and Appointment Report needs to be emailed to designated email id on daily basis.

In lieu, will send Centre a weekly confirmed appointments report, and they can call back those who are not confirmed.

c. Outside Metro Manila Call Centre needs to provide the hotel accommodation, food and transportation of the trainer, from the start of training until 1st week of calling.

d. Before training start a trainer's fee of Php 3,000 is required.

TEAM SIZE

15 calling agents initially with ability to ramp up quickly. Team must have a dedicated Team Manager.

APPOINTMENT SETTING SCRIPT

A. Contacting the Doctor

You: "Hello (receptionist) _____ this is (your name). I am trying to reach Dr _____ . I am with (). He is in, isn't he?"

Receptionist: What is this regarding?

You: "He was looking for information on increasing new patient numbers. I have the information on that. Could you let him know (your name) from () is on the phone?"

You: (To receptionist If they resist) "He wanted to know how to increase the quality new patients. Please let him know (your name) from () has the data he was looking for"

B. Establishing Interest With the Dr

You: "Hello doctor. This is ____ with (). The reason I'm calling is we have data that shows that some time ago you had indicated an interest in increasing new patients. Is that still true?"

(If the doctor wonders where I got my data): "We work with doctors closely in the last 17 years throughout the United States. It looks like you have filled out a questionnaire from one of our mail outs or from our seminars and continuous education classes. We've been featured in the media and have been known for helping doctors to improve new patients without wasting money on advertising.

(NOTE: If he has not given you the answer to "Is that true that you have had an interest to increase new patients through more word of mouth outside your practice?" ASK HIM AGAIN AT THIS POINT)

DR: Yes.

You: Great, Dr. (Acknowledge)

You: Dr _____, we help doctors to improve the number of good quality new patients into the office without wasting money in conventional advertising and our strategy creates a huge word-of-month not only from your patients but from people who do not even know you yet.

You: We call this the "UN-Advertising" Program!

You: "Have you heard about UN-Advertising before?"

DR: Yes/No

You: Well, I am glad I have called!

You: Un-Advertising is an award-winning marketing strategy and it shows you how to have other people tooting your horn for you, versus the traditional way of advertising where YOU have to toot your own horn.

C: FIND THE DOCTOR'S GOAL

You: Let me ask you a question. What would you most like to improve in your business currently?

Dr: _____. (He could say more new patients, higher quality patients, more income etc)

D: FIND HIS PAIN

You: What do you personally think is the biggest barrier to achieving _____ (his goal whatever he has said in the previous sentence.)

Dr: _____ (he might say bad economy, bad insurances, bad neighborhood, patients have no money, staff issues or "I do not know")

You: (Listen and fully Acknowledge) I understand, Dr.

E. Set the Appointment

You: The best way for you would be this: Let us schedule an appointment over the phone. During this one hour appt, our consultant will take some time to share with you ideas on how you can reach _____ (the goal which he has mentioned in section C) and able to overcome the situation of _____ (the pain he has mentioned in section D. "I do not know" could be a pain too as not knowing means he is out of control in improving his business).

You: This is a FREE consultation that will show you how to improve the quality of new patients without spending more money in advertising. It will also show you how to create a huge word of mouth among people who are not even your patients yet.

For this one hour appointment, do you prefer Afternoon or Evening Time?

F: FINALIZING THE LOGISTICS OF THE APPOINTMENT

You: So Dr _____, we will talk to you on _____ (date and time). This appointment is for an hour. Go ahead and mark it down on your calender. (pause and make sure the Dr mark it down)

Please write down my phone number (800) (pause and make sure the Dr write it down) and my name is _____.

Dr, before we end this call, there is one more question to ask you:

You: Sometimes a Doctor has a partner who is also a co-owner or he may have a spouse who is helping him in his business. We like to include the partner or the spouse in this consultation as they often give different viewpoints of the practice which will be helpful for us to find out how to assist you with our strategy.

Do you have a partner who is also an owner of this practice or do you have a spouse who is helping you with your business?

Dr: Yes

You: (If there is a spouse or co-owner) Let's invite your partner (or spouse) to be part of this consultation.

G. Affirm the Appointment

You: So Dr _____, We will talk to you on _____ (date and time). By the way there is a web site which will give you some important principles behind the UnAdvertising strategy. Let me give you the address of the web site so that you could look at it before our consultation. I highly suggest watching the videos on it. It is ()

And Dr _____, look forward to it! You will love this consultation! And even if you do not join our program, you will walk away refreshed with news ideas. I see it happening all the time! We will talk to you on _____ (date and time)! Goodbye!