

Telephone Skills That Build Business

(with Audio CD)

All fundamental telephone techniques every staff member needs to know, plus tips, scripts and techniques to maximize conversations with “phone shoppers” (potential new patients). The one-hour audio CD contains eight full-length calls between an optometric staff member and a patient, with “before” and “after” versions.

PEN Members: \$32.00 List Price: \$42.50

Introduction

Section One: Fundamental Telephone Techniques

- Twelve Basic Principles
- Know Your Practice
- Proper Telephone Procedures

Section Two: Techniques for Handling Phone Shoppers

- Why Bother with Phone Shoppers?
- What Do Phone Shoppers Want?
- Prepare for Shopper Calls
- General Techniques for Shopper Calls
- Planning Specific Strategies
- Practice Makes Perfect
- Review & Conclusion

Appendix

- Ocular Emergency Report Form
- Competition Call Recording Sheet
- Package Plan Worksheet