

Tips for Making the Most of Every Call

It's not always the most glamorous job – but answering new patient calls is arguably the most important marketing position in the office. Here are a few general considerations to make an outstanding impression on every caller.

Smile when you answer the phone. A smile is heard in your voice.

Address people by name. It's natural for people to respond positively and helps make a person-to-person contact.

Listen actively. Make sure you understand what the patient's concerns are and provide answers that address these concerns.

Rehearse and role-play. Practice by yourself and with others until you're comfortable and the words seem natural to you.

Use stories about your own patients (or staff's) experiences. A short story is worth 1000 words.

Be enthusiastic. It helps set a positive tone for the conversation and it's contagious.

Q *I'm calling to find out about Damon Braces. What can you tell me?*

A Damon Braces are a new type of braces that use advanced shape memory wire and tie-less brackets to move your teeth into position without tightening. The treatment time is generally 6 months faster than traditional braces. There's never headgear involved, and, in most cases, you won't need to have any teeth pulled.

Q *Are there any age restrictions for who can get Damon Braces?*

A The Damon System is appropriate for nearly everyone. Most children, teens and adults have a smile which can benefit from the Damon Braces System. The best way to find out how Damon braces can help you is to set a time for a free consultation. Would you like me to do that for you now?

Q *How long does it take?*

A Each patient's treatment time is different. Generally the Damon System is 6 months faster than conventional braces. And shorter treatment time means fewer appointments and a beautiful smile...faster. You may be surprised at how fast.

Q *How soon will I see results?*

A With the Damon System most people start seeing results in as little as 10 weeks. But every case is different, so ask your doctor for his expectations.

Q *Will it hurt?*

A The days of having braces tightened are over. That's because Damon System braces have a unique slide mechanism that allows your doctor to use far lighter forces to move teeth to their correct positions. So not only is your treatment shorter, it is also far more comfortable. Many people experience little to no discomfort in treatment.

Q *How much does it cost? / Does insurance cover it?*

A We know that cost is a big question for anyone considering braces. The truth is, it depends a lot on the kind of treatment you need. Damon System treatment is usually similar to the cost of traditional braces. We offer flexible and affordable monthly payment plans, many with no down payment and no interest.

Because orthodontic benefits differ significantly among insurance policies, you should review your policy coverage. If you have orthodontic coverage, Damon System braces are covered to the same extent as regular braces.

Q *What makes Damon braces different?*

A The Damon System's passive self-ligating braces really set it apart from other orthodontic approaches. With Damon braces, you don't need elastic or metal "ties" that create friction and pressure that slow treatment and cause discomfort. Damon "tie-less" braces and advanced shape memory wires gently move teeth quickly and comfortably, without headgear and usually without extractions. Also, Dr. _____ has been trained in the clinically proven Damon treatment approach that not only straightens your teeth, but also gives you a broad, full smile with better facial balance and aesthetics. It's a more youthful smile and profile that we call a 'Damon System Bracelift'.

Q *Do I need to get teeth pulled or wear headgear?*

A With conventional braces, orthodontists are often forced to pull teeth in order to create space for crowded teeth. The Damon System uses biologically sensible forces which work with the body's natural adaptive processes to create space naturally, so doctors using the Damon System can now treat without headgear and in most cases without extractions.

Q *How does it work?*

A It starts with a complimentary consultation where we can evaluate your case and give you a personalized treatment plan. You can either pay for them up-front or spread your payments out over time. If you decide to move forward, you'll come in to get your records taken. Then you'll come in about every [2] months so we can make sure your treatment is proceeding as planned. You can start to see results in as little as 10 weeks and before you know it you'll have the beautiful smile you've always wanted.

DAMON[®] SYSTEM

More than straight teeth[™]

Quick Reference Guide

***For more effective phone conversations
with new prospects.***

1. Smile.

Keep a mirror at the front to make sure you smile when you pick up the phone.

2. Gather contact information.

Ask for the caller's first name, last name, phone, email and how they heard about your office.

3. Ask how you can help them.

Answer questions directly. Ask about the patient's goals and concerns.

4. Present information with confidence.

Explain what makes Damon different, and know how to answer the top 5 questions and recommend your practice.

5. Schedule the appointment within 2 weeks.

Messages for you to record for use on your on-hold message system

Please feel free to use these scripts to record your own messages for your on-hold system.

These should be recorded using a friendly voice, and should be alternated with your other regular on-hold messages.

On-Hold Message Scripts

Message One

With Damon System Braces, you can get the incredible smile you've always wanted, usually without extractions or headgear, with fewer office visits and in less time than you imagined. And finding out more is easy. When we come back on the line, just ask us about the Damon System. Thanks for holding, we'll be with you in a moment.

Message Two

With the Damon System, orthodontics is more than straight teeth. In fact, many people notice changes not only in their smile, but in their entire face. With the Damon System, (orthodontist name) can create a fuller, wider smile for a more youthful look at any age. Please stay on the line – we'll be right with you.

Message Three

At (orthodontist) we're committed to offering the latest advances in treatment. That's why we offer the Damon System. The Damon System uses tie-less braces and advanced shape-memory wire for treatment without tightening. That means more comfortable treatment, fewer office visits and extraordinary results. For more information, ask us about the Damon System today. Thanks for holding. We'll be back on the line in just a moment.

Message Four

The Damon System is a great new way to straighten teeth quickly, comfortably...and with extraordinary results. With the Damon System (orthodontist name) can give you or your family the smile you've always wanted – usually without extractions or headgear, and in less time than you imagined.

Purchase message-on-hold custom recording or the full message on-hold system.

If you currently have a message-on-hold system, you can have these 4 Damon System messages, along with up to 6 other custom messages about your practice, professionally produced for only \$300. If you don't have an on-hold message system, or, you are interested in updating the technology, we also offer this same fully produced, custom message on-hold package with up to 10 messages (including these 4 Damon System messages) and a state-of-the-art, plug and play message on-hold system for only \$550. For more information, please visit ormcomarketing.com. (Prices valid through 12/31/07)

