

Telephone Script #1 for Reactivation Marketing Campaign

The objective of a telephone reactivation campaign is to have former patients commit to participating in the program again by scheduling a visit to your center. This suggested script acts as a general guideline and should not be read word-for-word. Ideally, it will give you and your staff suggestions for how to approach reactivation calls.

Staff: Hello (patient name)! This is (your name) calling from (name of Center) to check on your progress since leaving the program. Have I caught you at a good time?

Caller: Well, I'm in a bit of a hurry. I only have a minute or two.

Staff: Then I'll keep my call brief and to the point. I want to ensure that the time you've invested in our program pays off for you in the long run. If you're still struggling to lose weight - or to maintain your current weight - we're here to help you.

We have an interactive educational approach to topics such as nutrition, exercise and lifestyle changes as part of our weight loss program. It makes losing weight an enjoyable process. Plus, our team of professionals monitors your progress throughout the program to ensure you're losing weight in a safe, nutritionally balanced manner. And, by providing professional support, we emphasize lifelong weight management rather than short-term weight loss. As a preferred patient, your continued health is our top priority. We'd like to invite you to (name of Center) for a free "Welcome Back" visit where I'll check your weight, provide a mini-health check, and talk about how I can more effectively help you lose or maintain your weight. I'll also give you an update on our latest program enhancements. Would a morning, afternoon or evening appointment be more convenient for you?

Caller: (Day) at (time) would work best for me.

Staff: Great! I've scheduled you for (day), (date), (time). If you think of any questions before your appointment, please feel free to call back and ask for me, (your name). We look forward to seeing you again.

OR, IF CALLER OBJECTS TO SETTING UP AN APPOINTMENT...

Caller: I'm sorry, but I'm not interested.

Staff: Then perhaps you might be interested in our special discount we're offering to preferred patients. If you sign up before (date), you'll receive 10% off our program fees. Would you like me to send you this Preferred Patient coupon so you can think it over?

Caller: Yes, that sounds good.

Staff: Great! I'll mail you the coupon today, along with some highlights of program enhancements we've made since your last visit. Then, when you're ready to re-enroll in our program, just call us to set up an appointment. And don't forget - the Preferred Patient coupon expires in just a few weeks. (Patient name), I know you're in a hurry, so I won't take up any more of your time. Thanks and we look forward to seeing you again.