

Telephone Script #2 for Reactivation Marketing Campaign

To effectively handle incoming inquiries generated from the Reactivation Marketing Campaign, use this sample telephone script. It will give you an idea of how to field these inquiries, as well as some answers to some commonly asked questions.

Caller: Hello! My name is (caller's name), and I received your letter in the mail about rejoining the program. How does that work?

Staff: Hi (caller's name), this is (your name). I am happy to explain that to you. As a former patient, your continued health is our top priority. Whether you want to lose more weight or successfully maintain your weight loss, we can once again serve as your weight management partner.

You're invited to our center for a free "Welcome Back" visit where we'll check your weight, provide a mini-health check, and talk about how we can help you lose or more successfully maintain your weight. I'll also give you an update on our latest program enhancements. And, best of all, you'll receive a special discount coupon for preferred patients which entitles you to 10% off our program fees if you sign up before (date). Would a morning, afternoon or evening appointment be more convenient for your "Welcome Back" visit?

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

Staff: Great! I've scheduled you for (day), (date), and (time). Can you please confirm that we have your current day and evening phone numbers in case we need to reach you before your "Welcome Back" visit?

Caller: You can reach me at (day phone #) during the day and (night phone #) at night.

Staff: (Patient's name), thank you for calling. If you think of any questions before your appointment, please feel free to call back again and ask for me, (your name). Do you need directions to our center? (Give directions if necessary).

(NOTE: If caller hasn't already mentioned how he or she heard about rejoining, ask now.)

(Patient's name) we look forward to seeing you on (day) at (time).