

## 1. PURPOSE OF THIS GUIDE

This is the complete cold call reference guide for all client acquisition team members. It covers the full call structure, exact word-for-word scripts, objection handling, follow-up sequences, and daily performance targets.

Follow this guide exactly for the first 14 days. Do not improvise until you have completed at least 50 real calls and understand which parts of the script generate the most engagement.

## 2. WHAT WE SELL — MEMORISE BEFORE YOUR FIRST CALL

### Core Positioning Statement

**"We help dental clinics get more booked appointments using a simple online growth system.**

**If we do not improve results, we keep working until we do."**

NEVER say	ALWAYS say
We do marketing / ads / social media	We help clinics get more booked appointments
We do cheap packages for dentists	We build a predictable patient acquisition system
We design websites	We turn online visibility into appointment requests

## 3. CALL STRUCTURE — 4-MINUTE FRAMEWORK

Every call follows this exact sequence. Learn the time allocations — they keep you in control.

0–15 sec	<b>OPENING</b>	Introduce yourself and ask permission to continue.
15–45 sec	<b>PROBLEM QUESTION</b>	Ask if they are happy with current new patient bookings.
45–90 sec	<b>DISCOVERY</b>	Uncover how patients find them and what is inconsistent.
90–120 sec	<b>PAIN AMPLIFICATION</b>	Connect inconsistency to lost revenue and empty slots.
120–180 sec	<b>PITCH</b>	Explain the simple system in plain language.
180–210 sec	<b>CLOSE TO MEETING</b>	Offer a 10-minute strategy call with two time options.
210–240 sec	<b>STRONG CLOSE</b>	Use one final outcome-based line to remove hesitation.

## 4. FULL CALL SCRIPT — WORD FOR WORD

### STAGE 1 — OPENING (0–15 seconds)

**YOU:**

"Hi Dr. [Name], this is [Your Name] from [Company Name].  
I know I am calling unexpectedly, so I will be very brief.  
Do you have 30 seconds so I can explain why I reached out?"

**If they say Yes:**

"Perfect. We help dental clinics increase booked appointments consistently through better online patient acquisition systems. I came across your clinic and thought it might be relevant.

Quick question: Are you currently happy with the number of new patient bookings you are getting each month?"

- If they say 'No' or 'Not really' — move immediately to Stage 2.
- If they say 'Yes, we are fine' — ask: 'Are you also happy with the quality and value of those patients?'

### STAGE 2 — DISCOVERY (45–90 seconds)

Once they are engaged, ask these questions one at a time. Do not rush.

"How are most new patients finding you right now?  
Google? Referrals? Instagram? Paid ads?"

"And would you say your patient flow is consistent each month — or more unpredictable?"

"If you could improve one thing right now — more new patients, better quality patients, or higher-value treatments — which would matter most to you?"

- Ask one question at a time. Wait for the full answer before asking the next.
- Give two options whenever possible — it makes it easier for them to respond.

### STAGE 3 — PAIN AMPLIFICATION (90–120 seconds)

"That makes sense.

Usually when clinics rely only on referrals or random traffic, growth becomes unpredictable.

That often means empty slots and lost revenue — without even realising it."

- Keep this short. The goal is to make the pain feel real, not to lecture.

### STAGE 4 — PITCH (120–180 seconds)

"What we do is straightforward.

We help dental clinics build a predictable flow of appointment requests — using better Google visibility, conversion-focused pages, and a patient follow-up system.

So instead of hoping patients come in, there is a reliable growth system running behind your clinic."

- Use the words: 'predictable', 'consistent', 'system', 'reliable'. These resonate with practice owners.
- Do NOT list services, tools, or platforms here. Stick to outcomes only.

#### STAGE 5 — CLOSE TO MEETING (180–210 seconds)

"Rather than explain everything on this call, I would love to show you exactly what I would improve for your clinic specifically — on a quick 10-minute strategy call. No obligation.

Would tomorrow or Friday suit you better?"

If they ask how long:

"Usually 10 minutes is enough. Does morning or evening work better for you?"

- Always say '10-minute strategy call' — never 'a meeting', 'a consultation', or 'a presentation'.
- Always give exactly two time options. Never ask open-ended 'when are you free?'

#### STAGE 6 — STRONG CLOSING LINE (210–240 seconds)

"Dr. [Name], even one additional treatment patient per month often covers the entire cost of growth investment.

Would it hurt to explore what that could look like for your clinic in just 10 minutes?"

- This line works because it makes the ROI feel obvious and the risk feel minimal.

## 5. OBJECTION HANDLING

**Objection: Not interested**

"Your reply: No problem at all. Usually when doctors say that, it means either patient flow is already strong — or the timing is off. Which is it for you?"

**Objection: We already have marketing**

"Your reply: That is great — most successful clinics do. Out of curiosity, are you fully satisfied with the results right now, or is there still room for improvement?"

**Objection: I am too busy**

"Your reply: Completely understand — that is exactly why I suggest a 10-minute call instead of a long discussion. What is easier, later today or tomorrow?"

**Objection: Send me information first**

"Your reply: Happy to do that. Just so I can send something genuinely useful — what would help most right now: more bookings, more Google reviews, better online visibility, or higher-value treatments?"

**Objection: We have no budget**

"Your reply: Understood. Usually the bigger cost is empty appointment slots and missed treatments. If I can show you a clear path where results cover the investment, would that be worth 10 minutes?"

**Objection: We are already fully booked**

"Your reply: That is excellent. Are you also satisfied with the quality and value of those patients — or would you prefer more high-value, predictable cases?"

**Objection: We do not work with agencies**

"Your reply: That is fair. Most of our clinic partners start with just a 10-minute strategy session to see if there is genuine value for them — no long contracts, no big commitment."

- Practice each objection reply out loud at least 5 times before your first real call.
- The goal of every objection reply is to ask a clarifying question — not to argue.

## 6. HOW TO SOUND LIKE A PREMIUM AGENCY

Avoid These Words	Use These Instead
Cheap / affordable / low cost	Investment / growth strategy
Package / deal	System / framework / programme
We do ads	We drive predictable patient flow
We do social media	We manage your online patient acquisition
Discount	Result-based model

Speak slowly, calmly, and with confidence. Pause after asking a question. Do not rush to fill silence.

## 7. HOW TO CONTROL THE CALL

**Always ask permission before going deeper**

Example: "Can I ask how most of your new patients currently find you?"

**Always give two options — never open-ended questions**

Example: "Tomorrow or Friday?" / "Morning or evening?"

**If the conversation goes off track, redirect to the pain point**

Example: "For your clinic specifically, the main focus would be predictable patient flow — is that a priority right now?"

## 8. FOLLOW-UP SCRIPTS AFTER CALLS

### WhatsApp Message — Send Immediately After Call

Hi Dr. [Name],

Great speaking with you earlier.

As discussed, here is the booking link for our 10-minute strategy session: [Link]

Looking forward to helping you grow your patient flow.

### Voicemail — If They Do Not Answer

Hi Dr. [Name], this is [Your Name] from [Company Name].

I am calling about a 10-minute growth strategy for your clinic — focused on more booked appointments.

When you have a moment, feel free to call back or reply on WhatsApp so we can find a quick slot.

### SMS Follow-Up — Send 24 Hours Later

Hi Dr. [Name],

This is a reminder about our 10-minute strategy call.

If the timing has changed, just let me know and I will adjust to suit you.

## 9. DAILY PERFORMANCE TARGETS

Track every activity in your daily log sheet. Report to your manager at end of day.

Cold calls dialled	20–30 dials
Live conversations	5–10 doctors reached
Strategy calls booked	1–3 per day (goal)
WhatsApp / DM follow-ups sent	10–15
Voicemails left	5–8
Call notes written in CRM/tracker	Every call, same day

14-Day Goal: 3–5 serious strategy call conversations booked and progressing to proposal stage.

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