

Hi Team,

As part of our ongoing support to help you reach your marketing goals, we regularly "Secret Shop" your practice. The information we gather helps us better train your staff, and provides you with the feedback you need to convert as many leads as possible. The process includes inputting a lead into a form on your landing page, communicating via text with your staff after replying to one of your text messages, and finally calling and speaking with the front desk to inquire about one of your services.

Here is your latest [full report](#) and your [recorded call link](#) for you to review.

Great Job, Keep it Up!

- Your staff did wonderful. They led the conversation with a personable approach to the treatment, shared personal experience and built excitement around the treatment and staff.
- We received 2 texts from you after we input the lead.

Things To Work On

- Contacting a lead with a direct phone call is the best way to ensure that a lead is converted into a potential patient. We recommend contacting leads 3x in the first week with direct calls. *[Unfortunately we did not receive any phone calls from you]*
- Having the ability to answer text messages is vital to securing qualified leads. By not receiving answers, the lead is encouraged to look elsewhere for the service. *[We did not receive any response from you when attempted to engage via text]*

We would love to set-up a refresher training to expand your company's client acquisition strategy and review best practices to ensure your success.

You can *schedule your front desk refresher training here:*

<https://calendly.com/emily-clientmtg/front-desk-training>

We look forward to speaking soon.