

# Call Scripts for **Post-Workshop Follow-up Calls**

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## Post-Event Call Script Information

**Awareness notes for people talking to leads:** Not all leads will convert at your workshop. To ensure you convert as many leads as possible, you'll follow up with your leads who didn't schedule an appointment at the workshop. You'll also follow up with your leads who didn't attend your workshop.

All unanswered calls are followed up with a voicemail and a text message.

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## Call Schedule

### **Showed to the workshop, but didn't schedule**

1. Call Twice (First call - presenter; second call - lead converter) day 1-2 after the workshop
2. Send a text the next day if no response

### **No showed to your workshop, but were confirmed**

1. Call during the workshop + Text (if no reply)
2. Call once the next day if unresponsive the day before

**No showed to your workshop, and were not confirmed**

1. Call during or day after the workshop
  2. Let the automation nurture them
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# No Show Calls

**Call each lead that did not attend your workshop. You can make these calls during the workshop or the next day.**

## #1 Introduction

Hi, this is **<your full name>** on behalf of **<Presenter name>** calling for **<Patient Name>**. Is **<he/she>** available?

*[Wait for response]*

Hi, **<Patient Name>**. I'm calling about the **<workshop name>** you registered for. I was looking forward to meeting you in person, and **<presenter name>** was looking forward to answering any questions you had about your **<workshop name>** pain. We wanted to check in and see if everything was OK.

*[Wait for response]*

## #2 Offer a Free Screen

**<Presenter name>** offered free screen appointments to the attendants but he/she noticed your seat was empty and asked me to reach out to you and extend the offer. It's a 15–20-minute free appointment with a physical therapist. You talk one on one with the PT, and learn what's going on with your **<body part>**.

*[Wait for response]*

## #3 Schedule their Free Screen or Move to Next Workshop

*[At this point, you should have a good feel for if the lead wants to schedule an appointment. If they aren't interested, invite them to the next workshop.]*

**Schedule Free Screen**

What day works best for you to come into our office for your free screening appointment? We have openings on Wednesday and Friday.

*[Confirm date/time and collect necessary information for the appointment]*

So to confirm, we have you scheduled for **<date/time of appointment>**. During your appointment, we'll go over your challenges and start getting everything in place to develop a treatment plan just for you.

It looks like the appointment confirmation went through on my end. You should have received a text and email.

Well, thank you for taking the time to chat with me today. I'm very excited that you're going to get the chance to get some help with **<issues they mentioned before>** and get you back to **<what they said they wanted to be able to do again before>**. Physical therapy is so valuable because it can get rid of your pain and challenges without surgery and medications.

Please let us know in advance if you aren't able to make your scheduled appointment. Our schedules do fill up quickly and we want to make sure anyone who wants an appointment is able to schedule one. We take your health concerns very seriously so in return we just ask that you respect our appointment time so we can help you take control of your health. Is that fair?

*[Let them agree that it is fair]*

Great, we will see you at **<date/time of appointment>**.

#### **Confirm Workshop Attendance:**

*If not interested in free screen*

Not a problem. I can register you for next month's workshop.

*[Go through the Launchpad Contact Record and ensure you have the appropriate contact information]*

Great **<First Name>**, I have you all registered for the workshop on **<date and time of workshop>**. Will anyone else be coming along with you?

*[Wait for response]*

Okay, great. Do you have any questions?

*[Answer any more questions they may have]*

Have a great day. We will see you at the workshop on **<date of the workshop>**.

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## Voicemail Follow Up

Hi, this is **<your full name>** on behalf of **<Presenter name>** calling for **<Patient Name>**.

We missed you at the **<workshop name>** last night, and wanted to make sure that everything is okay. **<Presenter name>** noticed your seat was empty and wanted to extend our special offer from the workshop to you. When you get this, please give me a call back at **<phone number>** and I can go over that with you. I hope you're having a great day and we'll talk soon!

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## Text Follow Up

**Use this after leaving a voicemail.**

Hello **<Registrant's First Name>**, this is **<Your Full Name>** from **<Practice Name>**.

We missed you at the workshop, and hope everything is OK. **<Presenter name>** noticed your seat was empty and wanted to extend our special offer from the workshop to you. Give me a call back at **<phone number>** and I can go over that with you. I hope you're having a great day and we'll talk soon!

# Showed, Didn't Schedule Call

**Call each lead that attended your workshop but didn't schedule an appointment.**

Hi! This is **<your full name>** calling from **<practice name>**. Is this **<registrant's name>**?

*[Wait for response]*

Great, I was calling to thank you for attending our workshop last night and I also noticed you didn't schedule, was it because the line was too long?

*[Wait for response - depending what they say you can schedule them for an IE or a free screen]*

## **Possible objections:**

**"I need to see my doctor first"**

No problem! What we can do is get you in for a free screen and one of our doctors of physical therapy can write something up for you to take to your doctor. How does that sound?

**"I need a referral from my doctor"**

*For direct access* - Actually with most insurance's we can see you on something called "direct access" which means we don't need a doctor's referral to treat you. (Ask what insurance they have)

*For Medicare or Medicare replacements* - We do need a referral, however our front office can call your doctors office and get that referral for you, who is your doctor?"

**"I'm not sure if my insurance will pay for it"**

We participate with most major insurance companies. If you tell me what company you have, I'll have my insurance specialist call you to discuss your benefits.

*[Wait for response]*

We would love to help you with your <body part> pain. You can meet with one of our physical therapists one on one to determine the cause of your pain and discuss a personalized treatment plan.

### **Schedule Free Screen or Eval**

What day works best for you to come into our office for your free screening appointment? We have openings on Wednesday and Friday.

*[Confirm date/time and collect necessary information for the appointment]*

So to confirm, we have you scheduled for **<date/time of appointment>**. During your appointment, we'll go over your challenges and start getting everything in place to develop a treatment plan just for you.

It looks like the appointment confirmation went through on my end. You should have received a text and email.

Well, thank you for taking the time to chat with me today. I'm very excited that you're going to get the chance to get some help with **<issues they mentioned before>** and get you back to **<what they said they wanted to be able to do again before>**. Physical therapy is so valuable because it can get rid of your pain and challenges without surgery and medications.

Please let us know in advance if you aren't able to make your scheduled appointment. Our schedules do fill up quickly and we want to make sure anyone who wants an appointment is able to schedule one. We take your

health concerns very seriously so in return we just ask that you respect our appointment time so we can help you take control of your health. Is that fair?

*[Let them agree that it is fair]*

Great, we will see you at **<date/time of appointment>**.

### **Not Interested in Scheduling**

Not a problem. Thanks for taking the time to talk with me today. We'll be here for you if you need help with your **<body part>** pain in the future. Take care!

## **Voicemail Follow Up**

Hi **<registrant name>** it's **<your full name name>** from **<practice name>**. I was calling to thank you for coming to our workshop last night. We had such an awesome crowd! I noticed you didn't schedule and I figured it was because the line was too long. Give me a call when you get this message **<registrant name>**. I hope you're having a great day and we'll talk soon!

## **Text Follow Up**

Hi **<registrant name>** it's **<your full name name>** from **<practice name>**. Thank you for coming to our workshop last night. We had such an awesome crowd! I noticed you didn't schedule and I figured it was because the line was too long. Give me a call when you get this message **<registrant name>**. I hope you're having a great day and we'll talk soon!

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