

Workshop Confirmation Call Script

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Workshop Quick Confirmation Information

Awareness notes for people talking to leads: people signing up for a workshop are typically experiencing pain or know that physical therapy is a solution for their current musculo-skeletal issue. This script outlines the ideal conversation to have with registrants to build rapport and trust, and to begin educating them on how physical therapy can help them.

Every area and practice is different. Be sure to tailor and test various strategies.

It is important to show a sincere interest in the registrant & successfully capture all of the registration information needed (ie. last name, mailing address, etc)

Call unresponsive leads at least 7 times. For each unanswered phone call, leave a voicemail. Follow up each voicemail with a text.

Call Schedule

Call leads multiple times on the first 3 days to improve conversion rates. Follow up most calls with a voicemail and text. Data shows that 40% of connections are made after the 5th call. Call unresponsive leads at least 7 times. Here is a sample call schedule:

- **First Day They Sign Up:** Call immediately after BOOM email. For unresponsive leads, call 2 more times throughout the day. Leave a voicemail and send a text.

- **Second Day After Sign Up:** Call 2 times (spaced times). Leave voicemail once and send 1 text again.
 - **Third Day After Sign Up:** Call 1 - 2 times.
 - **Day Before Workshop:** The presenter should call all leads, regardless of confirmation status.
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Quick Confirmation Call Script

#1 Introduction (Learning About Them)

Hi, this is **<Your Full Name>** from **<Physical Therapy Practice Name>** calling for **<Patient Name>**. Is **<he/she>** available?

[Wait for response]

I'm calling because I saw you were interested in our **<Type of Workshop>** workshop on **<date & time of workshop>**, is that correct?

[Wait for response]

Great! Well **<First Name>**, can you tell me a little bit about the pain you're experiencing?

#2 Educating them about Physical Therapy

[Listen to what their primary complaint is. Show empathy]

[Ask follow up questions]

- How long has this been going on?
- What treatments have you tried so far?
- What is your pain stopping you from doing?
- Are there any activities that increase your pain?

<First Name>, I'm sorry to hear what you've been going through. The workshop will be great for you because we will go over the common causes and symptoms of **<workshop type>** pain to help determine what might be going on.. Also the

workshop is presented by a doctor of physical therapy so if you do have specific questions at the end they will be more than happy to answer them for you.

#3 Schedule their Free Screen or Confirm Workshop Attendance

[At this point, you should have a good feel for if the lead should attend the workshop or come in earlier for a free screen. Schedule a free screen or confirm workshop attendance.]

Confirm Workshop Attendance:

Alright, let's get your seat locked in for the workshop. I just have to ask you a few more questions to complete your workshop registration.

- What's your first and last name?
- How did you hear about the workshop?

[Go through the Contact Record and fill out the appropriate information]

As the event gets closer you may receive an email reminder from us with the details of the event as well as directions and where to park for the workshop.

<First Name>, the workshop lasts about an hour, and I'll give you a call a day or so before to remind you about the workshop. Do you have any questions in the meantime?

[Answer any more questions they may have]

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

Schedule Free Screen

I don't want you to have to wait until the workshop to be seen. Let me see if I can squeeze you in for a free consultation with one of our PTs before the

workshop. During the appointment, we'll go over the information you'd get at the workshop and review your specific issues to help you get back to normal and **<what their pain is stopping them from doing>**.

I know **<Therapist's Name>** has some time this week. Do you prefer mornings, afternoons, or evenings?

Great!

What day works best for you to come into our office for your free screening appointment?

[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>**.

Cannot Attend Workshop

I'm sorry to hear you can't make it. But no worries. We have upcoming workshops covering the same material. Our next one is scheduled for **<date>**. I'll grab you a seat for it right now, okay?

We're all set. **<Presenter's name>** will reach out again closer to the workshop.

I can also get you set up for a free screening appointment for a day and time that is more convenient for you so that we can start helping you handle your pain sooner, if you would prefer?

Voicemail Follow Up

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

I saw you signed up for our upcoming **<Type of Workshop>** workshop on Facebook that is happening at our office one **<date/time>**. I want to connect with you to hear about what's going on with your shoulder and also get your registration completed so I can lock in your seat. **<Name>**, when you get this message, please give me a call back at **<phone number>**. Hope you're having a great day, and we will talk soon!

Text Follow Up

Use this after leaving a voicemail.

Hi **<Registrant's First Name>**, it's **<Your Full Name>** from **<Practice Name>**. I'm reaching out because I saw you were interested in the workshop on **<workshop day>**

and date>. Please kindly reply back so I can save you a seat. If you have any questions please call our office at **<phone number>**.

Text Confirmation (for leads that will not answer a call and prefer text)

Note: in some areas, people are much more likely to respond via text than phone call. Phone calls provide the BEST connection method (and have been shown to have far better attendance rates); however, text can be used when necessary.

Use this prompt to confirm a workshop registrant via text.

Text 1 Introduction and Confirmation

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

Are you able to make it to the **<Type of Workshop>** Workshop on **<workshop day and date>** at **<workshop time>**. Reply YES to confirm your workshop attendance.

Great! I'm going to pass the presenter notes on all of the attendees. What kind of pain are you experiencing?

Text 2 Educating them about Physical Therapy

I'm sorry to hear that you're in pain. During your free screening appointment, you'll learn more about what's causing your pain and we'll develop a treatment plan just for you.

Frequently Asked Questions

Do you accept insurance?

Yes, we do. They'll go over specific carriers with you at your appointment.

How much does it cost?

The 1-1 appointment we're scheduling today is free. Once our team has assessed and evaluated your case, they will recommend a personalized treatment plan that will most effectively fit your needs.

What will happen during the 1-1 appointment?

A member of our team of expert physical therapists will discuss the history of your pain, symptoms and what successful treatment looks like for you so we can help you get back to normal naturally.

Front Desk Cheat Sheet: Answering Inbound Calls from Leads

KEY FOR SUCCESS:

Be informative, confident, and helpful. Talk to these leads like a family friend in pain.

PROCESS:

1. Determine why they're calling.

Did they sign up for an event or just saw your ad online?

2. Thank them for reaching out.

This lead is being proactive! Acknowledge that.

3. Ask for their name.

Look them up in Launchpad. Add as a contact if needed.

4. Ask about their pain.

5. Ask how their pain impacts their life.

6. Empathize.

7. Give details for their appointment OR for the workshop .

FAQ's:

- What is the workshop about?
- When is the upcoming Workshop (date/time)?
Include next workshop date just in case the upcoming date/time doesn't work for them.
- How long will the Workshop last?