CPR Phone Call Script 1

1. Call number; If no answer, don’t leave message, call back later
2. If answered: “Hello (receptionist’s name), I’m, (Your Name) with The Dentist’s Choice handpiece repair company. I am calling to follow up on the promotion I sent, saving you 50% on all of your handpiece repairs.”
3. “Did you receive the promotional flyer?”
   1. IF “Yes”
      1. “Great, are you interested in saving 50% on all of your handpiece repair?”
      2. Set appointment
   2. If “No”
      1. “That’s fine, I’ll be in your area tomorrow and I’ll stop by to drop it off. Who may I leave it for? More specifically, who in the office deals with your handpiece repairs?”
      2. Get that name!

Sales notes regarding CPR upon your visit:

1. A standard office with 10-12 handpieces will save $300-$400 per year!!!
2. This program also includes all slow-speed handpieces and attachments, earning the customer even greater overall savings!
3. We do all of the repair locally, saving your office time on the repair and our tech team offers the best customer service in the industry.