

# QuickCharts Sales Training- Dreaded Cold Calls (or are they?)

## 1. Goal of the call

- a. Get time with the doctor
  - i. Either a quick call to explain benefits
  - ii. A DEMO to show system
- b. Learn about the practice
  - i. Which billing system are you using?
  - ii. How are you doing notes today?
  - iii. Do you have a website I could visit to learn more?
- c. Could I email/fax you a summary of how I can help?

## 2. How to reach this goal:

- a. Be unique- don't forget they are called 100s of times each week by sales people. How will they remember you if you are just like all the others?
- b. Use Humor- If someone makes us laugh and we can tell they genuinely love what they do; we enjoy talking to them again.
- c. Technology Plan- Offer to discuss their technology plan. Ask if they have one, etc. Then you can help them create a plan. A short investment of time on your part to make you the consultant "Part of your plan needs to be soap notes software". The one I have best results is Chiro QuickCharts because of XYZ.

Phrases to try:

Why we are different approach:

Good morning Martha, I am calling for the same reason as everyone else. The reason I am different is because.....

We can help you create a technology plan for no charge...

We can help your office go paperless for less money than you might spend on your coffee each month.

We help chiropractors all over the country find the best soap notes software

We actually have an easy way to have better reports

Free Technology Plan Offer:

Good morning Martha, I am calling to ask if you have a technology plan in place?

*Responses:*

**No:**

No, then I am glad I called. I only need 2 minutes with your doctor. I promise to keep it short and since we do this as part of our consultation hour – we don't charge for it.

**Not sure:**

If you are not sure then you may not have one in place- It will only take me 2 minutes with your doctor to find out if you have this in place. I promise to keep it short and since we do this as part of our consultation hour – we don't charge for it.

**Yes, we already have one thanks:**

Ah great, since these should be reviewed every so often, could I get 2 minutes with your doctor to discuss any changes? I promise to keep it short and since we do this as part of our consultation hour – we don't charge for it.

Humor Approach:

This method depends largely on your personality. I love this style myself, but we are all different. If you can make some laugh you usually win them over and they remember you.

Good morning Martha, this is my first call to your practice... If things go the way I need them to I will only be calling occasionally. If I don't get to where I need to be I have you on my schedule for 25 more times so we will be getting to know each other really well. ☺ All I need is 2 minutes w/doc to explain how we can help your practice.. can you help?

Good morning Martha, are you having the same problem Nancy was having? Well, Nancy was running in circles pulling charts and doing reports. This is just 1 thing we solve. I need 2 minutes to explain this to your doctor....

Humorous version of above:

Good morning Martha, are you having the same problem Nancy was having? Well, Everyday at noon a guy would run through their waiting room naked. This is just 1 thing we can help you solve. I am only kidding, but listen, we can help you with soap reports, pulling charts and I need 2 minutes to explain this to your doctor....

A few other approaches:

Good morning Martha, the number 1 thing we solve for practices just like yours:

- Is going paperless
- Is the time spent on reports-

Good morning Martha, we/I don't harass, but I/we have something so great for your practice that I really need 2 minutes with your doctor to discuss how this will help your practice....

**Staff Benefit**

When you run a small business, your staff retention is so important. You spend the so much effort on getting a good person, you want to keep them right?

As people we value the tools we use in our work. Give them a better way to do reports/charts/ and such and they feel empowered and it is about more than the money.

OBJECTIONS:

**We already have a system.**

Maybe, but most likely they are paper notes and have a billing system. Make sure to ask which system and let them know you are talking about the SOAP notes.

**Too expensive-**

What if you love the system and I could make it affordable? Would that work for you? All I am asking for is a 15-20 minute demo.

**I am happy with current system-**

I understand you are happy w/notes, however the reason your business is successful is b/c you have been proactive with seeing future problem areas and fixing them before they become a huge problem. Would you agree?

Notes are becoming a big ingredient for denied payments and causing you pain. That is how we help doctors like you everyday.