

Digital Lead Conversion Management Planning



Planning, engagement tips and templates for you to personalize.

- Prepare quality content as nurture templates
- Prepare an outbound call script for response to lead conversions
- Identify the timing for each nurture template
 - Outbound call response
 - Outbound email response time
- Create a central email inbox for all lead conversions
- Plan on responding as quickly as possible or within 60 minutes of initial lead notification
- Outbound Calls in response to digital inquiry form fills
 - Use assumptive language
 - Confirm the need for an appointment
 - If unsuccessful in connecting the first time, make two other attempts at varied times of the day
- Outbound Emails
 - Prepare and use templates for consistency and to reduce errors
 - Stagger 3 email sends over the course of a week (messaging should vary)
 - Attempt to move the dialogue to a verbal conversation as soon as possible
- For leads that you are unable to connect with, plan on following up regularly. Move these contacts to a separate list and email communications of future hearing events and new services.

Email ideas you can use to create and personalize for your practice templates.

* #1 Left Voicemail follow-up lead nurture email

Subject: Sorry we missed you

Pre-header: Discover Phonak Audéo™ Paradise

Hi [Name],

Sorry we missed you on the phone today. We called because you recently responded to one of our online advertisements for more hearing care information. We've called the phone number provided and left a voicemail message. We'll try again shortly, but please feel free to reach out to us at [email] or [phone number] in the meantime. We would like to schedule some time for your free personal demonstration and free trial of Phonak Audéo™ Paradise hearing aids.

What makes Phonak Paradise hearing aids so wonderful? They deliver an unrivaled hearing experience. They are the **world's first** hearing aid with a motion sensor, speech enhancement, tap control and universal Bluetooth® connectivity.

- Crisp, natural sound
- Unrivaled sound quality
- Personalized noise canceling
- Connects to smartphones, TV and more
- Empowering smart apps
- Powerful rechargeable battery

Discover remarkable hearing performance and sound quality for yourself!

#2 Left Voicemail Follow Up Lead Nurture Email

Send Timing: Send immediately after the second voice mail message. Second voice message should be made 2 to 3 days after first one.

Subject: Second time's the charm?

Pre-header: Free hearing care demonstration available

Hi (Name),

You responded to one of our online advertisements for more hearing care information. We've left a second voicemail message for you. Let's connect to schedule some time for your free personal demonstration and free trial of Phonak Audéo™ Paradise. Please feel free to reach out to us at [email] or [phone number]. Get ready to discover remarkable hearing performance and sound quality for yourself!

#3 Left Voicemail Follow Up Lead Nurture Email

Send Timing: Send immediately after the third voice mail message. Third voice message should be made 2 to 3 days after second voice mail message.

Subject: Don't delay your hearing healthcare

Pre-header: Free hearing care demonstration available

Hi (Name),

You responded to one of our online advertisements for more hearing care information. We've left a couple voicemail messages for you and tried following up by email as well. Taking care of your hearing health is vital to your overall

well-being. Untreated hearing loss has been linked to other health issues, such as:

- Cognitive impairment and dementia
- Increased fall risk

Don't delay the risk of your well-being any longer. Let's connect to schedule some time for your free personal demonstration and free trial of Phonak Audéo™ Paradise.

Please feel free to reach out to us at [email] or [phone number]. Get ready to discover remarkable hearing performance and sound quality for yourself!

#4 Wrong Number Lead Nurture Email

Send Timing: Send immediately after call.

Subject: Tried to connect

Pre-header: Discover Phonak Audéo™ Paradise

Hi (Name),

Recently, you responded to one of our online advertisements for more hearing care information. We've called the phone number listed, but unfortunately, it looks like we have the wrong one. Please reach out to us at [email] or [phone number] so we can provide you with the requested information.

Plus, let's schedule some time for your free personal demonstration and free trial of Phonak Audéo™ Paradise.

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Phone Script ideas you can use to personalize for your practice.

Invite existing patients to come in and try Phonak Audéo™ Paradise

***** Hello. This is (YOUR FIRST NAME) I'm calling on behalf of (DOCTOR'S name, and office name). I'm calling for (PATIENT'S FULL NAME... If it's a tough one try your best at pronouncing it and then say something like "Am I saying that right?"). Hi. (Doctor's name) from (Office name) and his/her associates wanted me to call and invite you to come in and personally experience the exciting new Phonak Paradise. Have you heard about it?

No

OK. Here are some highlights:

- Phonak Paradise hearing aids deliver an unrivaled hearing experience
- They are the world's first hearing aids with motion sensor technology, speech enhancement, tap control and universal Bluetooth® connectivity
- Paradise provides crisp, natural sound with personalized noise canceling
- Connectivity to all Bluetooth®-enabled devices (including iPhone and Android) to stream phone calls, music, podcasts and more
- Connects to TV in stereo sound quality
- Includes access to Smart Apps to provide more control and customization
- They're available with a powerful lithium-ion rechargeable battery that lasts all day

We'd like to give you a personalized demonstration of the devices and you can even try them out for free with a no-obligation trial. I'd like to schedule an appointment for you to come by and experience Audéo Paradise yourself. It takes about an hour and you can try it out RISK FREE for 30 days. There is an opening on (Pick date and time from schedule). Can I put you down then?

Yes

Great. Have you had a demonstration of Audéo Paradise to experience it for yourself? (DO NOT WAIT FOR ANSWER).

If not, I can schedule a time for a personalized demonstration. It takes about an hour and you can try it out RISK FREE for 30 days.

IMPORTANT - ONCE YOU BOOK APPT ASK PATIENT, "Will you be able to bring someone with you?" (If asked why, explain it is helpful to hear a familiar voice when you try Audéo Paradise to truly see how your hearing is improved.)

Price Question

It's hard to quote prices over the phone until we see if you are even a candidate. There are different technology levels and we will make a recommendation based on your needs. It does fall in the range of standard hearing devices. We do allow everyone try it risk-free for 30 days. Wouldn't it make sense for you to experience it for yourself? (Push for date & time).

Insurance

Audéo Paradise is treated just like any other hearing aid, so coverage depends on your insurance plan. Someone in the office can discuss the specifics during your visit. Can you come in on (Push for date & time)?

Fee for Hearing Evaluation

(Is there a fee for the hearing test?) There would be a charge for any hearing test. Typically, that is something that is covered by insurance; it's required by law that you receive a complete hearing test prior to fitting ANY hearing device. **NOTE:** Phonak Audéo Paradise is designed for people with mild to moderately severe hearing loss. It is more durable than ever against dust and moisture. It is water resistant, not waterproof. *

Answering Machine Message (On 2nd call ONLY)

Hello. This is (YOUR FIRST NAME) calling from (Doctor's office & name) I'm sorry I missed you. (Doctor's Name) asked me to call and invite you to come in and try the exciting new Audéo Paradise hearing device from Phonak. (With a sense of urgency) Please call us back at the office at (S-L-O-W-L-Y) (Office Number) so that we can answer any questions you might have and schedule your demonstration.