***INBOUND CALL SCRIPT***

**1. Greet:** Thank you for calling [***give complete location***].

This is \_\_\_\_\_\_\_. How may I help you?

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**2. LISTEN** to CALLER’s question.

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**3a. DIRECTLY RESPOND** to CALLER’s question (***if* *they ask one***).

**3b. Clarify:** **Are you calling for yourself or a family member?**

**3c. And who do I have the pleasure of speaking with today?**

**3d. IDENTIFY the DIFFICULTIES:**

**Do you currently wear Hearing Aids?**

**What kind of hearing difficulties are you having that has you call us**

**today?** ***or:*** What kind of hearing difficulties has \_\_\_\_\_\_\_ been having

that has you call us today? ***or:*** What kind of difficulties are you having

with your current hearing aids that has you call us today?

*2ndTry*: **Where do you notice you have the hardest time hearing well?**

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**4. LISTEN** to CALLER’s response.

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**5. EXPAND on the DIFFICULTIES w/ Empathy:**

**What is it you like and what is it you *don’t* like about your current HA?**

**Are you having any other hearing difficulties besides \_\_\_\_\_\_\_?**

**How long have you noticed you’re not hearing as well as you’d like?**

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**6a. PRESENT the SOLUTION w/ Warmth:**

Well, the next step is to come in and meet with our hearing specialist,

\_\_\_\_\_\_\_, for a ***free, no-obligation hearing consultation***. The first

thing *he/she* will do is ***check the health of your ear canal*** to see if

something ***as simple as earwax*** may be causing your hearing

difficulties. If it’s *not* earwax, *he/she* will conduct ***a complete***

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**Contact Info:**

**Appt:**

**Familiar Voice:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ script revised: 1/1/2020

***hearing evaluation*** then ***go over the results*** with you and talk about

***options that are specific*** ***to YOUR hearing loss, YOUR lifestyle, and YOUR budget***.

**6b. Share the VALUE of the FAMILIAR VOICE w/ Confidence:**

Now, because *hearing* is a *function* of communication, an important part of our hearing evaluation involves

the use of a familiar voice, preferably a spouse or family member. What this does is it gives us a more

accurate picture of your hearing needs. **[*very brief pause*]** **Who would that *be* for you?**

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**7. Offer to SCHEDULE the APPOINTMENT:**

**Which is best for you and \_\_\_\_\_\_\_: a morning or afternoon appointment?**

Great! Our next available appointment is \_\_\_\_\_\_\_ at \_\_\_\_\_\_\_. **Will that work [for you and \_\_\_\_\_\_\_]?**

**Or**

Great! We have an opening at \_\_\_\_\_\_\_ or \_\_\_\_\_\_\_. **Which do you prefer?**

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**8. Ask for** *Complete* **CONTACT INFO:**

Okay! I just need to get ***some quick information so I can set the appointment*** in the computer, here.

**[*brief pause*]** What is your ***first and last name***? OR What is the **first and last name** of your loved one?

And your ***address***, \_\_\_\_\_\_\_? What is ***a phone number we can reach you at in case we would need to contact you prior to your appointment***? What is your birthday? And lastly: **How did you hear about us?**

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**9. Do you know Where We’re Located / How to Find Us?**

**We like to send turn by turn directions from your home to our office, may I have your e-mail address?**

**10. Sum Up the Next Step:** We look forward to **meeting you and \_\_\_\_\_\_\_** on \_\_\_\_\_\_\_ at \_\_\_\_\_\_Thank you for calling Miracle-Ear!