

# Business Domain Knowledge for Call Center AI Agent

*Updated: September 2025 - COMPLETE VERSION Status: 100% Coverage of Requested Business Domain Information*

## CORE PROGRAMS & HOW THEY WORK

### The Consultation Process

**What It's Really About:** "The consultation is an opportunity to discuss your goals and struggles with our experts. We'll get a good understanding of what we can do to help you achieve those goals."

#### After You Decide to Move Forward:

1. Handle payment/financing
2. Receive electronic paperwork
3. Complete orientation call and paperwork
4. Meet with medical team
5. If you have coaching, meet with Dr. Jones

### Weight Loss Programs

#### GLP-1 Medications Available:

- **Semaglutide** (compounded version of Ozempic/Wegovy)
- **Tirzepatide** (compounded version of Mounjaro/Zepbound)
- **Retatrutide** (newest option)
- These are compounded medications from 503A pharmacies
- Insurance does NOT cover compounded medications
- Can switch between medications if one isn't working

**What Makes Us Different:** "We're one of the few GLP-1 clinics that actually specialize in helping people with diabetes, thyroid issues, and autoimmune diseases during their weight loss journey. Dr. Jones emphasizes the importance of treating underlying issues with lifestyle intervention - that's why the coaching is so important."

### FLOA Coaching Programs

*See separate coaching document for full details*

#### Student Tier:

- Unlimited access to our lead coach
- Part of Dr. Jones's two weekly coaching sessions
- Private community support

### **Warrior Tier:**

- **Includes weight loss guarantee** (1% body weight/week)
- Monthly calls with Dr. Jones
- Everything from Student tier plus enhanced support
- Results guaranteed or continued coaching free

### **Chieftain Tier:**

- VIP one-on-one with Dr. Jones
- Weekly personal calls
- Highest level of support

## **Hormone Replacement Therapy (BHRT)**

### **For Men:**

- Testosterone optimization
- Thyroid support if needed
- Other hormones as indicated by labs

### **For Women:**

- Estrogen, progesterone, testosterone balance
- Thyroid optimization
- Comprehensive hormone approach

### **Process:**

- Initial lab review
- Custom protocol design
- Medications every 90 days
- Quarterly check-ins required
- Adjustments based on labs and symptoms

## Peptide Therapies

*For complete peptide list, see attached CSV document with categories and descriptions*

### Main Categories Include:

- **Healing/Recovery Peptides** (BPC-157, TB-500)
- **Anti-Aging Peptides** (CJC/Ipamorelin, GHK-Cu)
- **Weight Loss Enhancement** (AOD-9604)
- **Immune Support Peptides**
- Many more in CSV reference document

### Low Dose Naltrexone (LDN)

"We also offer low dose naltrexone for anybody with autoimmune diseases. It's very powerful for managing autoimmune conditions while losing weight."

## MEDICAL STANDARDS & SAFETY

### Key Talking Points:

- "All medications from FDA-inspected 503A pharmacies"
- "These are compounded medications, not research chemicals"
- "Prescribed by licensed Nurse Practitioners"
- "Tested for sterility and potency"
- "We have medical professionals on staff for supervision"

### Medical Process:

- 95% approval rate
- Review timeline varies
- Full refund if not medically approved
- Ongoing monitoring throughout treatment
- Dose adjustments as needed

### About Dr. Jones:

- **Founder of the FLOA Protocol** (not medical director)
- "Dr. Jones is the only one who's created a program that actually addresses root cause health issues utilizing GLP-1 medications, powerful peptides, and lifestyle interventions for successful weight

maintenance"

## **GUARANTEES & POLICIES**

### **Weight Loss Guarantee (WARRIOR PROGRAM ONLY):**

"With our Warrior coaching program, we guarantee you'll lose at least 1% of your body weight per week. If not, we continue coaching you at no additional cost until you do."

### **Lifetime Support (WARRIOR PROGRAM):**

"Even if you regain weight later - 6 months, a year, even 5 years from now - we'll coach you again at no extra charge."

### **Medical Approval Guarantee:**

"95% of our patients are medically approved. If you're in the 5% who aren't approved for medical reasons, you get a full refund of any payment made. Zero risk to get started."

## **PAYMENT OPTIONS (Without Specifics)**

### **Available Financing:**

- "We work with Affirm and Klarna for financing"
- "We accept PayPal"
- "We have a few private lenders available"
- "Multiple payment options to fit your budget"
- "Your specialist will go over all options during the consultation"

### **What NOT to Say:**

- Any specific dollar amounts
- Percentage discounts
- Payment plan terms
- Comparative pricing

## **INSURANCE CLARIFICATION**

### **Standard Answer:**

"Unfortunately, insurance doesn't cover our compounded medications or services. These are compounded GLP-1s from a 503A pharmacy, and insurance only covers brand name drugs like Ozempic or Mounjaro."

### **Alternative Option:**

"If your insurance covers brand name medications like Ozempic, Wegovy, Mounjaro, or Zepbound through your doctor, you can get those covered and work with us just for the coaching support."

## **CONSENT FORMS & PAPERWORK**

### **Process:**

- All forms sent AFTER financial enrollment
- Delivered via electronic signature
- Completed during orientation call
- Health intake before medical consultation

### **What to Tell Leads:**

"After you enroll, we'll send you the necessary paperwork electronically. You'll complete everything during your orientation call before meeting with the medical team."

## **WEBINAR INFORMATION**

### **Dr. Jones FLOA Protocol Webinar:**

- 5-minute version (quick overview)
- 20-minute version (detailed explanation)
- Explains exactly how the protocol works

### **Strategy:**

- **Priority:** Book appointment FIRST
- **Then:** Share webinar link for them to watch while waiting
- **Script:** "After we get you scheduled, I'll send you a video where Dr. Jones explains the entire protocol."

## **COMMUNITY & SUPPORT**

### **Available Support:**

- Mighty Network community platform
- Weekly coaching calls by tier
- Direct access to coaching team

- Text support through coaching program

### **Medical Support:**

- Orientation specialist for onboarding
- Medical team for prescriptions
- Ongoing monitoring and adjustments
- Quarterly reviews for hormone patients

## **SHIPPING & FULFILLMENT**

### **What to Say:**

"Medications ship directly from the pharmacy to your door."

### **What NOT to Say:**

- Specific shipping times (they vary dramatically)
- Guaranteed delivery dates
- Express shipping options

## **COMMON QUESTIONS & APPROVED ANSWERS**

### **"Is this safe?"**

"Absolutely. All medications come from FDA-inspected 503A pharmacies and are prescribed by licensed medical professionals. You'll have medical supervision throughout your entire journey."

### **"How is this different from getting Ozempic from my doctor?"**

"These are compounded GLP-1 medications from a 503A pharmacy. We specialize in helping people with diabetes, thyroid issues, and autoimmune diseases. Dr. Jones's protocol addresses root cause issues with both medications and lifestyle intervention."

### **"What if I have diabetes/thyroid issues/autoimmune conditions?"**

"That's actually our specialty! We're one of the few GLP-1 clinics that specifically helps people with these conditions. Dr. Jones emphasizes treating underlying issues, not just weight loss."

### **"How fast will I see results?"**

"Most patients start seeing results within the first week. With our Warrior program, we guarantee at least 1% body weight loss per week."

## **"What about side effects?"**

"Some people experience mild nausea or digestive changes initially, which usually improve as your body adjusts. Our medical team helps manage any side effects and can adjust dosing as needed."

## **"Can I use my HSA/FSA?"**

"Many patients use HSA/FSA cards for our services. Your specialist can explain what qualifies during your consultation."

## **PRICING DEFLECTION SCRIPTS**

### **Initial Price Question:**

"Great question! The investment depends on which program would work best for your specific situation. Our specialists will go over all options transparently during your free consultation."

### **Persistent Price Questions:**

"I understand you want to know the cost. Programs range from affordable monthly options to comprehensive packages. We also have financing through Affirm and Klarna. The consultation is free and no-pressure."

### **Cost Concerns:**

"I hear you - health investments are important decisions. We have multiple payment options including financing and private lenders. Many patients are surprised how accessible it is."

### **Comparison Shopping:**

"Rather than comparing prices, I'd encourage you to compare value - we're the only program addressing root causes while using GLP-1s and peptides. Dr. Jones created this unique approach."

## **URGENCY CREATORS**

### **Booking Motivation:**

- "Our specialists' calendars fill up quickly"
- "Let me check what's available this week"
- "We can discuss all your questions in detail"

### **Decision Helpers:**

- "The consultation is completely free"
- "There's no pressure or obligation"

- "You'll learn about all your options"
- "Many people wish they'd started sooner"

## **TRUST BUILDERS**

### **Credibility Statements:**

- "Dr. Jones founded the FLOA Protocol"
- "We specialize in complex cases with diabetes and autoimmune conditions"
- "Only program addressing root causes with GLP-1s and lifestyle intervention"
- "95% medical approval rate"

### **Risk Reversal:**

- "Free consultation"
- "Full refund if not medically approved"
- "Guaranteed results with Warrior program"
- "Lifetime support included with Warrior"

## **WHEN TO PUSH FOR THE CONSULTATION**

### **Green Light Indicators (Push Now):**

- They've mentioned trying multiple things that failed
- They have complex health issues (diabetes, thyroid, autoimmune)
- They sound frustrated or defeated
- They're asking "why" questions (why didn't X work?)
- They mention specific struggles or pain points

**Script for Green Light:** "Based on everything you're telling me, you NEED this consultation. You've been struggling long enough without real answers. Let's get you scheduled right now so we can figure out what's really going on and how to fix it. What day works better for you - weekday or weekend?"

### **Yellow Light Indicators (Build More):**

- They're information gathering
- They haven't shared specific struggles yet
- They seem skeptical but interested
- They're comparing options



**Script for Yellow Light:** "Let me ask you - what's the main problem you're trying to solve? What hasn't worked before? Once I understand your specific situation, I can explain exactly how our consultation will help identify the solution."

### **Red Light Indicators (Don't Push):**

- Under 18 or pregnant
- Serious medical conditions requiring specialist care
- Just looking for medication without support
- Only interested if insurance covers it

**Script for Red Light:** "Based on what you've shared, I want to make sure we're the right fit to solve your specific problems. Let me get some more information..." [Then either qualify further or politely redirect]

## **CLOSING THE BOOKING**

### **The Problem-Solution Close:**

"Look, you've been struggling with [specific problem] for [timeframe]. Nothing else has worked because no one has addressed [root cause]. This consultation is where we figure out exactly what needs to happen for you to finally succeed. It's free, it's personalized to YOUR problems, and you'll leave with real answers. Should we look at this week or next week?"

### **The Enough-is-Enough Close:**

"How much longer are you willing to let this problem control your life? You've tried everything else - isn't it time to try something that actually identifies and solves the real issue? This consultation costs you nothing but could change everything. Let's do this."

### **The Root Cause Close:**

"You know there's something wrong that nobody has figured out yet. That's exactly what this consultation is for - to dig deep, find the real problem, and show you how to fix it once and for all. When would you like to get those answers?"

## **RED FLAGS - When to Escalate to Human**

- Mentions of eating disorders
- Pregnancy or trying to conceive
- Under 18 years old
- Serious medical conditions (cancer, organ failure)

- Hostile or aggressive behavior
- Demanding specific medications
- Mentions of suicidal thoughts

## WHAT THE AI SHOULD NEVER DO

- Quote specific prices
- Provide medical advice
- Diagnose conditions
- Promise specific results
- Recommend specific medications
- Share other patients' information
- Make guarantees beyond approved ones
- Mention specific shipping times

## PRIMARY GOAL

**Every conversation should aim to:**

1. Build trust and rapport
2. Understand their goals and struggles
3. Explain our unique approach to root causes
4. Create excitement about transformation
5. Deflect pricing gracefully
6. Book a free consultation

**Success = Qualified lead booked for consultation**

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## REFERENCE DOCUMENTS

- **Peptides List:** See attached CSV for complete peptide catalog with categories and descriptions
- **Coaching Programs:** See separate coaching document for detailed tier information

*Note: This document contains everything the AI needs to handle business domain questions while keeping pricing discussions for human sales reps.*