

# Front Desk Conversion Scripts

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**28 scripts**

**Use on:** Phone, WhatsApp, DMs

**Outcome:** More bookings

## Quick Start

- Read the reply exactly as written.
- End with a next step question: book, photos, confirm.
- If they hesitate, use the follow-up line.
- Keep it warm, short, no jargon.

**Golden rule:** Do not answer price first. Use range + value, then a question.

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## Aftercare & Reviews

1 scripts

### Post-treatment: Message that increases reviews

Goal: Get review



#### What the patient says

(After appointment)

#### Front desk reply

Hi {NAME}, this is {CLINIC\_NAME}. Just checking in, how do you feel after your visit today? If everything feels good, would you mind leaving a quick 5-star review? It helps us a lot. I can send the link.

#### Follow-up if they hesitate

If issue: Thank you for telling us. We'll fix it. What are you feeling exactly, sensitivity, bite, or discomfort?

#### Do NOT say

Avoid asking for review before checking comfort.

**Why it works:** Care first, review second.

## Call Handling

1 scripts

### Callback: When you need to call them back

Goal: Keep lead warm



#### What the patient says

(You need to put them on hold / call back)

#### Front desk reply

I want to give you the correct answer. Can I put you on a quick 30-second hold, or should I call you back in 10 minutes? What's the best number?

#### Follow-up if they hesitate

Thank you, I'll call you at {TIME}.

#### Do NOT say

Avoid long holds without permission.

**Why it works:** Respectful control.

## Cosmetic & Smile Design

2 scripts

### Cosmetic: Veneers inquiry

Goal: Book smile consult  
+ photos



#### What the patient says

I want veneers. How do I start?

#### Front desk reply

Amazing. Step one is a smile consult so we see your goals and what fits your face. If you send 2 photos (front smile + side), we can guide you even faster. Want to send photos now or book your consult first?

#### Follow-up if they hesitate

Most patients love starting with photos because it saves time, then the consult becomes super clear.

#### Do NOT say

Avoid overpromising results over the phone.

Why it works: Photos shortcut builds momentum.

### Cosmetic: Clear aligners / Invisalign

Goal: Book orthodontic  
consult



#### What the patient says

Do you do Invisalign or clear aligners?

#### Front desk reply

Yes. The next step is a quick consult + scan to confirm eligibility and timeline. We can book you this week. Do you prefer a morning slot or afternoon?

#### Follow-up if they hesitate

If you want, send a quick photo of your teeth and we'll tell you if you're likely a good candidate.

#### Do NOT say

Avoid giving timelines without scans.

Why it works: Scan-based close.

## Emergency & Pain

2 scripts

<b>Emergency: Severe tooth pain</b>	Goal: Same-day booking	●
<b>What the patient says</b>		
I'm in pain, I need to be seen ASAP.		
<b>Front desk reply</b>		
I'm sorry you're dealing with that. Let's get you relief first. We have an emergency slot today. Can you come in within the next 2 hours, or is later today better?		
<b>Follow-up if they hesitate</b>		
Quick question so we prepare: is it constant pain, or pain when biting or cold?		
<b>Do NOT say</b>		
Avoid: "We're fully booked." Offer the nearest option.		
<b>Why it works:</b> Lead with empathy + rapid options.		
<b>Emergency: Swelling / infection concern</b>	Goal: Urgent booking + safety	●
<b>What the patient says</b>		
My face is swollen, I think it's infected.		
<b>Front desk reply</b>		
Thanks for telling me. Swelling can be urgent. We want to see you as soon as possible today. If you're having trouble breathing or swallowing, please go to emergency care immediately. Otherwise, I can book you for our earliest emergency slot. Can you come now or in 2 hours?		
<b>Follow-up if they hesitate</b>		
While you're coming, avoid heat on the area. We'll assess and get you comfortable.		
<b>Do NOT say</b>		
Avoid giving medical instructions beyond basic safety. Focus on booking.		
<b>Why it works:</b> Safety line + fastest appointment.		

## Family

1 scripts

### Kids: Parent booking for child

Goal: Book + reassure



#### What the patient says

My child needs a dentist.

#### Front desk reply

We'll take great care of them. We keep it gentle and friendly, and we explain in simple words. How old is your child, and is this for a check-up or a specific pain?

#### Follow-up if they hesitate

Perfect. I can book you for {DAY\_TIME\_1} or {DAY\_TIME\_2}. Which works?

#### Do NOT say

Avoid long clinical talk.

**Why it works:** Collect info + book.

## Follow-up

1 scripts

### Reactivation: Follow-up message to an old inquiry

Goal: Bring them back



#### What the patient says

(You texting a lead who didn't book)

#### Front desk reply

Hi {NAME}, it's {CLINIC\_NAME}. Quick check-in, do you still want help with your teeth/smile? I can book you for a quick consult this week, it takes 15 minutes. Want morning or afternoon?

#### Follow-up if they hesitate

If they reply "not now": No problem. When is a better time, this month or next month?

#### Do NOT say

Avoid sounding desperate.

**Why it works:** Short, helpful, two-choice close.



# Insurance

2 scripts

## Insurance: “Do you accept my insurance?”

Goal: Get details + book



### What the patient says

Do you accept my insurance?

### Front desk reply

We work with many plans. To confirm fast, what's the insurance name and your member ID (or a photo of the card)? Once I check, I can book you right away. What's the best number to reach you if we need one detail?

### Follow-up if they hesitate

If you prefer, you can book first and bring the card, we'll verify before you start any treatment. Want a morning or afternoon appointment?

### Do NOT say

Avoid: “Maybe.” Give a clear next step.

Why it works: Move to verification and booking.

## Insurance: “How much will I pay?”

Goal: Book exam + set expectation



### What the patient says

How much will I pay with insurance?

### Front desk reply

It depends on your plan benefits. The safest way is: we check your coverage, then we confirm your out-of-pocket before anything. If we do a quick exam first, we can give you exact numbers. Can I book you for the exam and verification?

### Follow-up if they hesitate

We always confirm costs before treatment, no surprises.

### Do NOT say

Avoid promising exact numbers without verification.

Why it works: Reduce fear: no surprises.

## New Patient

2 scripts

### New patient: First visit explanation (simple)

Goal: Reduce anxiety + book



#### What the patient says

What happens in the first visit?

#### Front desk reply

Super simple. We'll do a quick exam, check your gums and teeth, and if needed take x-rays. Then {DOCTOR\_NAME} explains the plan clearly, and you decide what to do next. Want to book your first visit for this week?

#### Follow-up if they hesitate

If you're nervous, we go step by step and keep it comfortable.

#### Do NOT say

Avoid too many details. Keep calm.

Why it works: Clarity reduces fear.

### Anxiety: "I'm scared of the dentist"

Goal: Build trust + book



#### What the patient says

I'm scared, I had a bad experience.

#### Front desk reply

Thank you for telling me, that's more common than you think. We'll go at your pace, explain everything, and you stay in control. Let's start with a gentle consult, no pressure. Would you prefer a quiet morning slot or later in the day?

#### Follow-up if they hesitate

We can also use a simple stop-signal, you raise your hand and we pause anytime.

#### Do NOT say

Avoid minimizing their fear.

Why it works: Empathy + control language.

## Objections

3 scripts

### Comparison: “Another clinic is cheaper”

Goal: Protect value + book



#### What the patient says

Another clinic is cheaper.

#### Front desk reply

I understand. Price matters. The difference is usually the quality of materials, the planning, and the follow-up. We focus on long-term results, not quick fixes. If you come for a consult, we'll explain the plan clearly and you can compare properly. Would you like the earliest slot this week?

#### Follow-up if they hesitate

If you tell me what treatment it is, I'll tell you what questions to ask the other clinic so you compare fairly.

#### Do NOT say

Avoid attacking competitors.

Why it works: Value defense without drama.

### Hesitation: “I’ll think about it”

Goal: Get commitment



#### What the patient says

I'll think about it.

#### Front desk reply

Of course. Just so I help you properly, what are you mainly thinking about: time, cost, or comfort?

#### Follow-up if they hesitate

Totally fair. To make it easy, I can reserve a spot for you and you can cancel anytime. Want me to reserve a morning or afternoon slot?

#### Do NOT say

Avoid pressure. Use curiosity + soft reserve.

Why it works: Diagnose the real objection.

### Concern: “I don’t want x-rays”

Goal: Reassure + book



#### What the patient says

I don't want x-rays.

#### Front desk reply

I understand. We only use them when needed, and we keep exposure minimal. The doctor can still start with an exam and explain what's necessary and why. Would you like to book a consult first, and decide from there?

**Follow-up if they hesitate**

You're always in control. Nothing happens without your approval.

**Do NOT say**

Avoid arguing. Offer choice.

**Why it works:** Control language reduces resistance.

## Payment & Financing

2 scripts

### Payment: Installments / financing request

Goal: Keep them engaged + book



#### What the patient says

Can I pay in installments?

#### Front desk reply

We have options depending on the treatment. The fastest way is: we confirm the plan first, then we show you the payment options that fit. Can I book you for the consult so we can give you clear choices?

#### Follow-up if they hesitate

If you tell me what treatment you're considering, I'll guide you to the right consult slot.

#### Do NOT say

Avoid discussing complex financing without a plan.

Why it works: Plan first, then money.

### Deposit: Holding a high-demand slot

Goal: Protect schedule



#### What the patient says

Can you hold the appointment for me?

#### Front desk reply

Yes, we can reserve it. We usually confirm with a small deposit so the slot stays locked for you. If you prefer, I can offer two alternative times as well. Which do you prefer: reserve with deposit, or pick another time?

#### Follow-up if they hesitate

Once it's reserved, it's fully yours and we prepare everything.

#### Do NOT say

Avoid sounding strict. Keep it helpful.

Why it works: Gives choice without friction.

## Price Shoppers

3 scripts

### Price Shopper: “How much is a cleaning?”

Goal: Book first visit



#### What the patient says

Hi, how much is a cleaning?

#### Front desk reply

Absolutely, I can help. The exact price depends on what you need, but most cleanings fall in {PRICE\_RANGE}. The best way is a quick 15-minute check so we can confirm the right option for you. Would you prefer today at 4pm or tomorrow at 11am?

#### Follow-up if they hesitate

Totally fair question. We just don't like guessing over the phone and surprising you later. A quick check lets us confirm the right cleaning and the final price. Which time is easier, today or tomorrow?

#### Do NOT say

Avoid saying: “It's {PRICE}.” (They shop and hang up.)

Why it works: Range + value + two-choice close.

### Price Shopper: Whitening inquiry

Goal: Book consult / send photos



#### What the patient says

How much is teeth whitening?

#### Front desk reply

Great question. Whitening depends on the method and your current shade. Most patients are in {PRICE\_RANGE}. If you can send 2 quick photos of your teeth, I'll tell you which option fits you best. Want to send photos now or book a quick consult?

#### Follow-up if they hesitate

If you're busy, photos is the fastest. Two photos and we guide you in 2 minutes.

#### Do NOT say

Avoid listing every package. Keep it simple.

Why it works: Push to photos or consult, not a long explanation.

### Price Shopper: Implants (high ticket)

Goal: Book implant consult



#### What the patient says

How much is an implant?

#### Front desk reply

Implants depend on the case, bone, and whether you need extra steps. Most implant cases fall in {PRICE\_RANGE}. The quickest way is a consult + scan so {DOCTOR\_NAME} can give you an exact plan. Can I book you for a consult this week?

#### Follow-up if they hesitate

If it helps, we can also give you a ballpark after 2 photos + a quick call, but the exact number comes from the scan. Want the earliest slot?


#### Do NOT say

Avoid: "Implant is {PRICE}."

**Why it works:** High-ticket needs authority + scan.

# Retention

1 scripts

<b>Save: Patient tries to cancel last minute</b>	Goal: Reschedule instead of cancel	
<b>What the patient says</b>  I need to cancel.		
<b>Front desk reply</b>  No problem. Before we cancel, would rescheduling be easier? I can move it to {DAY_TIME_1} or {DAY_TIME_2} and keep your spot with {DOCTOR_NAME}. Which works better?		
<b>Follow-up if they hesitate</b>  If they insist: Understood. We'll cancel. If anything changes, message us and we'll fit you in quickly.		
<b>Do NOT say</b>  Avoid guilt-tripping.		
<b>Why it works:</b> Reschedule first, cancel second.		



## Scheduling

4 scripts

### Scheduling: Two-choice close (works on most calls)

Goal: Lock in appointment



#### What the patient says

I'm not sure when I can come.

#### Front desk reply

No worries. Usually the easiest is picking between two options. I can do tomorrow at 11am or Thursday at 4pm. Which one is better for you?

#### Follow-up if they hesitate

If neither works, tell me morning or afternoon and I'll match it.

#### Do NOT say

Avoid: "Call us back when you know."

Why it works: Two options reduces decision fatigue.

### Reschedule: Patient wants to move appointment

Goal: Keep booking, reduce no-show



#### What the patient says

I need to reschedule my appointment.

#### Front desk reply

Of course. Let's keep you on track. Would you prefer the earliest option this week or next week?

#### Follow-up if they hesitate

Perfect, I'll move it now. Just to confirm, we'll see you on {DATE\_TIME}.

#### Do NOT say

Avoid sounding annoyed. Keep it easy.

Why it works: Protect retention + reduces drop-offs.

### No-show prevention: Confirmation message script

Goal: Reduce no-shows



#### What the patient says

(Text/WhatsApp confirmation)

#### Front desk reply

Hi {NAME}, this is {CLINIC\_NAME}. Quick confirmation for your appointment with {DOCTOR\_NAME} on {DATE\_TIME}. Reply 1 to confirm, or 2 if you need to reschedule. We're excited to see you ■

### Follow-up if they hesitate

If no reply: Hi {NAME}, just checking in so we can reserve your spot. Reply 1 to confirm, 2 to reschedule.

### Do NOT say

Avoid long paragraphs.

**Why it works:** Simple reply options increase confirmations.

## Availability: “Do you have anything today?”

Goal: Same-day booking



### What the patient says

Do you have anything today?

### Front desk reply

Yes, we can try. I have {DAY\_TIME\_1} and {DAY\_TIME\_2}. Which one can you make?

### Follow-up if they hesitate

If neither: The next available is {NEXT\_SLOT}. Want me to reserve it?

### Do NOT say

Avoid “no”. Offer options first.

**Why it works:** Options, then fallback.

## Trust & Proof

2 scripts

### Proof: Patient asks for before/after examples

Goal: Move to consult



#### What the patient says

Do you have before/after photos?

#### Front desk reply

Yes, we can share examples that match your case. The best way is: tell me what you want to improve (shape, color, gaps), and I'll send a couple relevant examples. Then we book a consult to confirm what's possible for you. What's your main goal?

#### Follow-up if they hesitate

If you want, send one photo of your smile and we'll match examples more accurately.

#### Do NOT say

Avoid sending random results that don't match their case.

Why it works: Personalized proof feels premium.

### Trust: "Who is the doctor? Are they good?"

Goal: Build confidence + book



#### What the patient says

Is the doctor good?

#### Front desk reply

Yes. {DOCTOR\_NAME} focuses on quality and patient comfort. The best part is the doctor explains everything clearly before you decide. Let's book a consult so you can meet and feel confident. Would you prefer morning or afternoon?

#### Follow-up if they hesitate

If you want, I can share a couple patient feedback highlights too.

#### Do NOT say

Avoid overhyping. Keep calm and confident.

Why it works: Confidence + meeting close.

## WhatsApp & DMs

1 scripts

### WhatsApp: Ask for photos professionally

Goal: Get photos + book



#### What the patient says

Can you tell me what I need?

#### Front desk reply

Yes. To guide you properly, please send 2 photos: (1) close-up of the tooth area, (2) a full smile photo. Then I'll tell you the likely next step and book you if needed.

#### Follow-up if they hesitate

If you prefer privacy, you can book directly and we'll assess in clinic.

#### Do NOT say

Avoid diagnosing. Say "likely next step."

**Why it works:** Professional + privacy option.