

Increase Telephone Conversion Rates

HEALTHCARE
STAFF TRAINING
FOR PRIVATE
PRACTICE,
HOSPITALS,
& THE NHS



“Training was brilliant! Right to the point, was fun all the way through because we were constantly participating. For the first time I understand my job role completely and I’m confident I’ll perform 100% better!”

Train your staff to turn telephone calls into consultations

Train your staff to confidently greet, qualify and convert phone inquiries into appointments

This popular workshop focuses on the key components of successful telephone calls with your demanding enquiries. Participants learn how to introduce themselves and your clinic for maximum impact when capturing your caller’s attention.

Who should attend?

This health care-specific workshop is ideal for staff who need to persuade prospective patients to visit for an appointment:

- patient advisers
- medical secretaries
- telesales people
- receptionists
- telephone counselors
- practice managers

Armed with new knowledge, skills and confidence, your staff will return to your clinic ready to convert more telephone inquiries into consultations.



“I learned to ask open-ended questions to help patients open up, and to save the offers to the last part of the call.”

Healthcare companies we’ve helped



Over the last 10 years, LiveseySolar Practice Builders has been chosen to develop and deliver healthcare training programmes for leading healthcare companies including:

- Spire Healthcare (formerly BUPA)
- Leeds Teaching Hospitals NHS Trust
- GlaxoSmithKline
- Optimax Laser Clinics
- London Vision Clinic
- Cadogan Clinic
- London Plastic Surgery Associates
- The Private Clinic
- Hurlingham Clinic & Spa
- Harley Street ENT
- Pacific Vision Institute
- Same Day Doctor
- Sheffield Teaching Hospitals NHS Trust
- Yorkshire Eye Hospital

"I learned how to be confident, how to sell and how to make the patient believe in you and the treatments. I'll be implementing these new techniques as soon I start. Rod was very good at putting people at ease and making them believe in themselves."



Designed specifically for non-salespeople, this engaging course will train your staff to turn callers into patients

What will participants learn?

We discuss the 10 questions your telephone staff must ask to qualify a caller and generate interest in your consultation.

Throughout this fast paced, interactive and entertaining workshop we provide delegates with a series of clear distinctions so they can systematise each step of the call. This systematic approach gives "non-salespeople" the ability to continually improve their sales performance.

Most participants also come away from the training with an increased feeling of confidence in their job role, a renewed motivation, and a toolkit full of practical everyday verbal skills, questions, and vocal techniques that will help them convert more callers the very next day after training.



I learned about building rapport, asking questions, and call-backs. I was able to implement these things after my first couple of calls and when people were unsure of going ahead for treatment.

What's in it for your practice?

The majority of clients engaging in the Increase Telephone Conversion Rates Training realise at least a 10:1 return on investment on these training courses with some clients realising as high as 25:1 ROI.

A large clinic chain initiated our in-house telephone sales training program to train their call centre staff. In only 30 days from the training start date, the telephone team's average call to consultation conversion rate increased by over 50%. After six months, their conversion rate had doubled. This conversion rate increase resulted in a sales increase of £425,000/month (£5.1M/year). The client said that "the conversion and bookings have increased incredibly" and the call centre staff have experienced a revival of enthusiasm and optimism that often eludes these types of workers.

Book your staff onto this unique, industry specific programme today... and get ready for big gains

Past participants:

Great approach to the subject

"Inspiring way of imparting information, knowledgeable, interesting, friendly manner, great approach to the subject."

The right questions to ask customers



"I learned the right questions to ask customers and how to sell without

feeling you are "pushy". I'll be trying this out as soon as I get my next customer.

I learned to have confidence



"I learned a better way to obtain my goal – to make a sale. I learned how to

establish a better connection with the patient. I learned about getting the patient to open up to me. And finally, I learned to have confidence in myself."

Overcome objections

"I learned how to overcome objections, structure a call, and how to take control of the call once the callers' needs were established. When someone was unsure or said 'I want to think about it,' I was able to act."

TRAINING DATES

Please visit our website www.liveseysolar.com or contact us at **+44 (0)207 407 4452** for the next training dates and times.



3 easy ways to book

INCREASE TELEPHONE CONVERSION RATES

1. Hand in your completed booking form today (overpage)

Give your form to one of the LiveseySolar team members. This will qualify you for the special offer pricing (if applicable) and any further bonuses for multiple participants...

2. Call the LiveseySolar office

+44 (0)207 407 4452

3. Fax back your completed form

+44 (0)207 691 9574

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