

Cold Call Telephone Script

Note: Your lines are in italic. The numbers relate to the points in the cold call sequence listed earlier.

[1.] *Hello, am I speaking to Donald Lamont?*

Yes.

[2.] *Am I correct that you are responsible for the billing of all medical charges for reimbursement?*

Yes. Who's calling, please?

[3.] *I'm Alan Weiss of Summit Consulting Group.*

[4.] *I'm calling because I understand that you have tremendous pressure on your profit margins, and that improving incorrect practitioner coding is one area of significant potential savings. Is that right?*

Well, that is true. It's one of several areas.

[5.] *Did you know that statistics indicate over 60 percent of practitioners either over code or under code, which can result in both lowered profits and government audits?*

[6.] *We've worked with clients such as Freedom Hospital, New England Physicians Network, and Johnson Managed Care, and have increased reimbursements by more than 30 percent annually through proper coding procedures introduced at the practitioner level.*

[7.] *Would you be interested in learning about some of these techniques, which can be implemented to improve the current year's profits?*

I might. How would that work?

[8.] *I can meet with you next week for breakfast any morning, or during the day Monday through Wednesday, or at the end of the day on Thursday. What's best for you?*