

Partners in Wellness™



Help Is On The Way

The first step for many of your patients is the phone call. They need help and often that help begins with a phone call to your facility.

However, what happens during that phone call? Is your intake team focused on the needs of the caller, asking the right questions and inviting them in for an appointment? Are they empathetic, focused, and professional?

Or are they simply answering the callers' questions and hoping the caller will follow up with an appointment. We find that many intake advisors are focused on the operational component of the interaction rather than the experiential.

Your employees must quickly establish a relationship of trust and confidence and bring assurance that your facility is the one that can help them. They must skillfully convert that inquiry to a confirmed appointment. There needs to be compassion and concern so the caller feels comfortable moving forward with the next step.

Signature's **Partners in Wellness™** is a customized program that teaches the skills required to create that exceptional experience. Signature has been helping our clients since 1986 build value and advance relationships through creative and interactive training and reinforcement programs.

Partners in Wellness is a fun, unique and empowering training solution that gives participants the skills, motivation, and support they need to make every customer encounter a positive one. Through a variety of techniques including breakout sessions and role-plays your team will learn how to:

- Quickly assess the caller's needs and provide value once it is determined your organization can help them.
- Build a trusting relationship through empathy and professionalism.
- Convert the call into an appointment.

Description

In this program, Signature teaches intake advisors and others a proven process for servicing inquiries, quickly building relationships, and securing the appointment. It is designed to develop buy-in to the importance of each employee's role in creating a positive experience for your customer:

The customized program teaches specific skills that provides you a competitive advantage and helps your employees manage the interaction. Almost 70% of the training is activity based so participants will have plenty of opportunity to practice the skills.

The training is available in an onsite and instructor-led virtual format.

Who Should Attend?

Anyone who responds to patient intake inquiries (over the phone, in person, and electronically) and their supervisors/managers.

Learning Objectives

Through a variety of techniques, including role-plays, discussions, and breakouts, employees will learn when, how, and why to:

- Establish rapport with callers
- Identify prospective customers' needs
- Build value in your facility
- Ask for the appointment
- Deliver exceptional service with concern, proficiency, and confidence

What's Next?

Contact us at (800) 398-0518 to learn more about this dynamic and unique program.



Training Agenda

Introduction	Welcoming activity and overview of the session
Legendary Service	Characteristics of exceptional service are reviewed and ways to create a legendary impression are discussed
Calling the Competition	Make phone calls to competitors and critique the service and sales skills used
Reality Trip	Listen to recorded phone calls and identify the customer service skills that were effectively used and areas where improvement is needed
Connecting with the Customer	Insuring that the interaction starts in a positive and professional manner; emphasis on empathizing
Discovering and Gathering Information	Tips and process for ensuring understanding of prospective client's needs, leading the way to gain the caller's trust and business
Skill Practice	Practical role plays and other activities to apply the skills
Consult	Ensuring the caller understands the full range of treatments available to help set you apart from your competitors
Skill Practice	Practical role plays and other activities to apply the skills
Additional Strategies to Close	Identifying additional opportunities to further educate and help the client. Build techniques for securing the business
Skill Practice	Practical role plays and other activities to apply the skills
Next Steps	Discuss the components of Signature's ongoing reinforcement program