



Your Tone of Voice Matters More Than You May Realize

New and existing patients call because they want dental care.

The tone of your voice makes a big difference in whether they schedule an appointment.

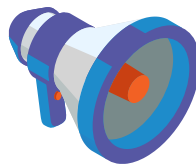
The 7-38-55 Rule

UCLA professor Albert Mehrabian's research determined communication is composed of three important elements: spoken words, tone of voice, and body language. *How do these 3 compare when it comes to their impact on sales?*



7%

SPOKEN WORDS



38%

TONE OF VOICE



55%

BODY LANGUAGE

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“Wait, what about body language? They can’t see me over the phone.”

Your body language does matter because it is reflected in your tone of voice. And over the phone, your body- and mind-influenced tone carries more than 38% of your sales weight.

Because TONE is SO important, here are 6 tips for improving your tone on the phone.

DO THIS with your body just before you answer each call:

- Take a breath
- Sit up
- Smile
- Turn off or tune out distractions

DO THIS with your body:

- Check yourself in the mirror
Does your face appear bored, frustrated, or sleepy?
Then, change it by sitting up and smiling. Sip water, breath, stretch...whatever it takes to energize and focus on the task at hand.

DO THIS with your mind as you say hello:

- Imagine a VIP is on the other end of the call
- Believe your supervisor is listening to the call
- But most importantly, put yourself in the caller’s shoes because the caller could be terrified of going to the dentist and even of calling you

DELIVER THIS with your tone as you speak:

- Friendliness
- Energetic eagerness to help
- Empathy for the caller’s needs and concerns
- “Can do” attitude
- Competence



**Schedule a few minutes
to speak with our call
conversion experts to
see if we’re a good fit.**



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DO THIS with your body and mind:

- Lean in
- Actively listen to spoken words
- Actively listen for unspoken concerns

PROACTIVELY erase thoughts like these:

- "Here we go again..."
- "They can leave a message."
- "They'll call back."
- "Argh, I don't have time for this."
- "What do they expect from me?!"

REPLACE them with thoughts like these:

- "Cool, here's a call with an opportunity to fill our schedule."
- "If I answer this now, I'm more likely to make a sale."
- "I've got this!"
- "Phone calls are the engine that grows our practice!"
- "Oh good, I get to make another win for the team."

Learn even more at blog.patientprism.com

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Patient Revenue

60% +

Reduce Patient
Acquisition Cost

100%

Optimize Team
Performance



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Almarie Burch - Senior Client Success Manager

Patient Prism's **Experienced Client Success Team** has our clients' best interests always in mind. We remind front office team members about best behaviors for converting callers into booked appointments. Plus, we always aim for a fast and smooth onboarding and provide unlimited training.



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