

oh yeah, i remember that..."

the reason for the call was i noticed you were [advertising in Google, advertising in the Yellow pages, on page 2 of Google...] and I wanted to let you know that there may be a way for you to increase the amount of patients coming to your business, and you do not need to make any extra effort to do so

By the way, I am not here to sell you anything at all

I just wanted to do the right thing and offer some advice, but before I go any further I need to find out if the strategies would even be appropriate for your business.

So if you have 60 seconds or so I would like to just ask you a little about your business

Got a minute?

Ok so I guess the best place to start is this...do you want more high value [customers/patients/clients]?

how many visits are you currently getting from {yellow pages, google, etc...}

By any chance do you offer [service]?

Based on what you just told me (name) what we do here seems like a perfect fit for you and here's basically how it works

I already have pages ranking in your town/service area/city...[offer to have them Google your search term]

so whenever someone searches for [service] in {city of person you are talking to] my site is on page 1

and I can choose which business those potential customers get filtered to

Think about it like this

I have the tallest billboard in every town in your area, and i just have to figure out what business to put on that billboard. I am talking to you now, so I am happy to put your business there and it wont cost you anything

If you have no interest in getting more [type of] customers in your area, thats no problem at all. I am just going to call the next practice on my list

I am only looking to work with one business in your area, because i cannot offer 2 businesses this service...it would be pretty unethical to rank 2 businesses against each other. so the first person to say yes, they get all the new leads

with how this works, I can have traffic filtering to your business starting the moment this call is over.

since I already have page 1 rankings, you dont have to wait

