

Rehearsing LVC Calls: Exercise 2

One of the biggest challenges and opportunities facing your practice is effectively responding to LVC callers. This involves more than just creating the infrastructure needed (phone lines, message-on-hold, call-processing approach, staff support and training). Once the phone rings, the practice has an opportunity to make a great impression on the caller through how well they handle the call. Most practices spend time and practice dollars to make the phone ring—only to lose the opportunity due to poor call handling.

- What is it?** Brainstorming/role-play session where individuals talk through fictitious calls in a group setting.
- Purpose:** This exercise is intended to give your team the opportunity to practice the skills they will need to be most effective on the phone. Remember, practice doesn't necessarily make perfect, but it does make permanent. So it's important to instill good phone etiquette and skills and to actually do the exercise as if it were a real call.
- Materials:**
- Timer
 - Cards with a single phrase that describes a caller's motivation, objection, or situation
- Examples of single phrases:
Afraid of doctors
Wants to have the procedure next week
Needs technical information
Wants to correct their vision before upcoming wedding
Not sure they can afford the procedure
Can't wear their contacts due to dry eye
Fear they will not see well after the procedure
Their best friend just had the procedure at your office
- Instructions:** Pair up your team and have them sit back to back. (On the phone, they won't have the option of non-verbal cues that they may see if they are sitting face to face.) Have a timer handy so that you can keep calls to a reasonable time frame (target 5 minutes). Make sure that the caller and call handler both get a chance to practice, and to have fun.
- Present the caller with a card that has a phrase written on it that describes either their motivation, objection, or situation. The call handler doesn't see this card. One of the objectives is to see if they are able to discover this information. If you can, assign a third person to observe. This person would write down how the conversation goes and what information is gathered.