

LAMIA DENTAL - SPRING/SUMMER

6/10
Approved

PICTURES- NEW

DID YOU KNOW AMERICANS TAKE OVER 40 BILLION PHOTOGRAPHS EACH YEAR? THAT'S A LOT OF SMILING! AS VACATION SEASON APPROACHES, MAKE SURE YOUR SMILE IS CAMERA READY BY VISITING THE DENTAL OFFICE OF DR. LAMIA. CHECK OUT OUR WEBSITE AT WWW.LAMIADENTAL.COM FOR INFO ON TEETH WHITENING, DENTAL IMPLANTS, AND MANY OTHER SERVICES TO GET YOUR PEARLY WHITES READY FOR THEIR CLOSE UP!

Comment [p1]: There's no need for on-hold messaging to be boring. Mixing in interesting facts engages the caller, and makes your message much more meaningful.

ROAD LESS TRAVELED

IF YOU'RE LOOKING FOR A DENTAL OFFICE THAT WILL WHISK YOU THROUGH THE EXAM ROOMS, FORGET YOUR NAME, THEN HUSTLE YOU OUT THE DOOR... YOU'VE CALLED THE WRONG PLACE. AFTER 15 YEARS OF OWNING A PRIVATE PRACTICE IN NEW YORK, DR. LAMIA AND HIS WIFE CHRISTINE TOOK THE ROAD LESS TRAVELED, AND MOVED TO HOOD RIVER. YOU WILL RECEIVE FIRST CLASS PERSONALIZED SERVICE WHEN WE RETURN TO THE LINE.

Comment [p2]: Callers are used to hearing dumb messaging... "adverbial superlatives" as we call it around here. Let's get real - your callers will appreciate it!

DIGITAL XRAY TECHNOLOGY

WHETHER ITS TINY CAMERAS OR LIVE VIDEO, THE OFFICE OF DR. LAMIA USES ONLY STATE OF THE ART EQUIPMENT... IN FACT, OUR X-RAY MACHINE IS FULLY DIGITAL, IT RELEASES 90% LESS RADIATION THAN CONVENTIONAL X-RAYS... 40X LESS THAN YOU'D WALKING OUTSIDE ON SUNNY DAY, AND IT ONLY TAKES 3 OR 4 SECONDS TO GET AN IMAGE. YOU CAN SEE YOUR X-RAYS IN THE BLINK OF ANY EYE! WE RESPECT YOUR TIME, AND WE'LL BE RIGHT WITH YOU.

Comment [p3]: This is the perfect spot to highlight new products and services, and show your customers how it well help them.

NEW BIO

DR. ART LAMIA IS NOT YOUR ORDINARY DENTIST. HE HAS ENJOYED TEACHING DENTISTRY, VOLUNTEERING HIS DENTAL SERVICES, BEING PAST PRESIDENT OF A LOCAL ROTARY CLUB AND PERFORMING ON STAGE WITH COMMUNITY THEATER. HE AND HIS WIFE CHRISTINE, WHO IS ALSO THE HYGIENIST IN THE PRACTICE, RESIDE IN HOOD RIVER. TO LEARN MORE, CHECK OUT WWW.LAMIADENTAL.COM.

CAMERAS AND VIDEO

HAVE YOU EVER TRIED LOOKING THROUGH A MIRROR INTO YOUR MOUTH? NOT TOO PRACTICAL IS IT? AT THE DENTAL OFFICE OF DR. LAMIA, WE USE TINY CAMERAS AND VIDEO TO SHOW YOU WHAT'S GOING ON IN THERE. WE WANT YOU TO UNDERSTAND EVERY ASPECT OF YOUR TREATMENT. WE APPRECIATE YOUR CALL, PLEASE REMAIN ON THE LINE AND WE'LL BE RIGHT WITH YOU.

EXTRA SPECIAL

WHEN WAS THE LAST TIME YOU HAD A DENTAL CLEANING? CAN'T RECALL? NOW WOULD BE THE PERFECT TIME TO SET UP A VISIT WITH OUR DENTAL HYGIENIST WHO WILL TAKE EXTRA SPECIAL CARE TO ASSURE YOUR VISIT AND TREATMENT ARE VERY COMFORTABLE. LET OUR DENTAL TEAM GET YOU ON TRACK TO ACHIEVING A HEALTHY SMILE, BECAUSE YOU DESERVE IT. SPEAK TO OUR KNOWLEDGEABLE STAFF ABOUT SETTING UP AN APPOINTMENT WHEN WE RETURN TO THE LINE.

Comment [p4]: Move the caller to respond when the operator returns to the phone.

#1 DENTAL IMPLANTS

ARE YOUR GUMS CONSTANTLY SORE? ARE YOU TIRED OF YOUR LOOSE, FLOPPY DENTURES? CAN YOU EAT, TALK, AND LAUGH WITHOUT BEING EMBARRASSED? REGAIN THE SECURITY, APPEARANCE, AND STRENGTH OF NATURAL TEETH WITH THE PLACEMENT OF DENTAL IMPLANTS. TO FIND OUT MORE ABOUT THIS EXCITING TREATMENT OPTION, SET UP YOUR COMPLIMENTARY CONSULTATION WHEN WE RETURN TO THE LINE

WHITENING

YOU MIGHT HAVE NOTICED THAT YOUR TEETH HAVE DARKENED OVER TIME - WHY IS THAT? WELL, COFFEE, TEA, RED WINE AND CIGARETTES WILL STAIN TEETH, OF COURSE, BUT THERE IS A MORE COMMON ANSWER - YOU'RE GETTING OLDER! THE ENAMEL ON YOUR TEETH WEARS DOWN OVER TIME, AND THE UNDERLYING LAYERS ARE NOT AS WHITE. THE OFFICE OF DR. LAMIA CAN TURN BACK THE CLOCK FOR YOU WITH SINGLE-VISIT TOOTH WHITENING, ASK OUR KNOWLEDGEABLE STAFF FOR DETAILS WHEN WE RETURN TO THE LINE.

Comment [p5]: Engage the caller with information that's interesting to THEM.

Thanks Robbi,
You're getting better at convincing
interesting info w/ what the Dr.'s
are trying to emphasize to their
customers - nice "whitening, #"
Thanks!
Patric