

SALES TRAINING · SCRIPT

The First 60 Seconds Call Script

A new caller decides in the first minute whether to book with you or call the next name on their list. This script gives your front desk five beats that end in a booked appointment, plus lines for the moments that usually lose the call.

The five beats

- 1 **Open warm and specific.** Your name, the business, an offer to help.

"Thanks for calling [Practice], this is [Your name]. I'd love to help. What are you looking to have done?"

- 2 **Find the goal before the price.** Ask what they want, not just which service.

"Got it. Is this your first time with [service], or have you had it before?" "What would you love the result to look like?"

- 3 **Capture the source.** Every new caller, every time.

"And so I know, how did you hear about us?" Log the answer, including "I asked ChatGPT" or "Google's AI."

- 4 **Reflect it back.** One sentence that proves you listened.

"So you want something natural that still looks refreshed, and you'd like someone experienced. That's exactly what [Provider] focuses on."

- 5 **Offer two specific times.** Never "when works for you."

"I have Thursday at 2:00 or Friday at 10:00 with [Provider]. Which is better?"

If they pick a time, confirm their name, mobile number and email, then tell them what happens next: a text confirmation, what to bring and where to park.

The rule that matters most: every new-client call ends with a booking ask. A great conversation without one is a lost appointment.

"How much does it cost?"

Answer it. Dodging price sends callers to the practice that will tell them. Use three sentences: the price, the context, the time.

"Great question. [Service] starts at [price or range], and [Provider] will give you an exact number at your consultation based on what you want. I have Thursday at 2:00 or Friday at 10:00. Which works better?"

If your consult has a fee:

"The consultation is [fee], and it goes toward your treatment if you book. Would Thursday or Friday be better?"

Other moments that lose the call

They say	You say
"I'm just calling around."	"Smart, it's worth comparing. Can I ask what matters most to you in choosing? ... That's exactly why people come to [Provider]. Want me to hold a spot while you decide? It's easy to move."
"Do you take my insurance?"	"Let me check that for you. Which plan do you have? ... [Answer]. Either way, I can get you in Thursday at 2:00 or Friday at 10:00."
"I need to check my schedule."	"Of course. Let me pencil you in for Thursday at 2:00 so you don't lose the spot, and I'll text you the details. If it doesn't work, just reply and I'll move it."
"Is it going to hurt?" or "Is it safe?"	"That's a really common question. [Provider] walks every new client through exactly what to expect at the consultation, so you can decide with all the facts."
"Can you just email me info?"	"Happy to. What's the best email? And so you have it, I can hold Thursday at 2:00 for you while you read it over."

For medical and dental practices, never promise results or give medical advice on the phone. Route clinical questions to the consultation.

When you miss the call

Many new callers won't leave a voicemail. They call the next name. Reply fast, by text, with a way to book.

Missed-call text (send within 5 minutes):

"Hi, this is [Your name] at [Practice]. Sorry we missed your call! How can we help? You can reply here or book directly: [booking link]"

Voicemail greeting:

"You've reached [Practice]. We're with a client right now. Text this number for the fastest reply, or book anytime at [short link]. We'll call you back today."

The daily desk checklist

- ☐ Every new-client call ended with two specific times offered
- ☐ Every new caller was asked how they heard about us, and the answer was logged
- ☐ Every missed call got a text within 5 minutes
- ☐ Every web form and DM got a reply within 1 business hour
- ☐ Tomorrow's new clients got a confirmation and directions

The weekly five

Once a week, listen to five recorded new-client calls as a team. For each one, ask two questions: did we find the goal before the price, and did we offer two times? Coach to one fix per week.

Want your calls reviewed by someone outside the building? Every KBhaus package includes a front desk sales review and training. Start with the free [AI Visibility Snapshot](#).

KBHAUS · LAGUNA NIGUEL, CALIFORNIA · A MAXWELL INDUSTRIES, LLC COMPANY · © 2026