

Catherine Maley's Staff Scripting Products Were Highlighted in MedEsthetics Magazine.

July, 28, 2009 - Sausalito, CA - New scripting tools released by Catherine Maley, MBA, of Cosmetic Image Marketing were featured in the latest issue of MedEsthetics Magazine.

The scripting support products help physicians and their staff with the words to say to turn prospective patients into loyal, long term patients. The MedEsthetics article underlines the importance of knowing how to welcome and build rapport with patients, bond with them and convert them to cash-paying patients who return again and again and refer their friends.

In her travels around the US and Canada, consulting with aesthetic practices, Catherine Maley was told time and time again by staff they wished someone would have simply told them what to say to first visiting patients, so they didn't have to make it up on the fly or say something inappropriate. So, Catherine decided to put together two teaching guides that would help them effectively handle patient inquiries and convert prospective patients to appointments and later to procedures. This work resulted into two useful scripting products: Exceptional Receptionist and Staff Scripting for Success.

Exceptional Receptionist provides practical lessons for receptionists: how to bond with the callers, qualify the leads, answer questions effectively and close appointments. The script includes ready to use phrases and a flip chart to utilize as a "cheat sheet" for a quick reference while on the telephone with prospective patients.

The second product - Staff Scripting for Success - is a support package for physicians and staff, consisting of a guidebook and an audio CD. By reading the book and listening to the CD, doctors and their employees can improve their abilities to conduct successful patient consultations, close procedures, build rapport with prospective patients and more. In the audio CD, learners can hear Catherine saying the exact phrases as they should be said, using the right intonation. Practicing the lessons is very important, as well.

To learn more about the staff scripting products visit
<http://cosmeticimagemarketing.com/scripting.php>

About Catherine Maley, MBA.

Catherine Maley is the author of the book also carried by ASPS called, Your Aesthetic Practice: What Your Patients Are Saying, a noted speaker and regularly contributing editor to numerous medical trade journals, and was recently interviewed by the New York Times. Ms. Maley founded Cosmetic Image Marketing in 2000 and her firm specializes in helping physicians gain more aesthetic patients. Visit www.CosmeticImageMarketing.com or call her at(877) 339-8833.