

the art of
First
IMPRESSIONS
THE TAFI INTRODUCTION

1. Thank you for calling PRACTICE NAME where we YOUR TAGLINE. This is YOUR NAME. How may I help you?
2. I can help you with that, my name is YOUR NAME. With whom am I speaking?
3. Are you in any discomfort presently CALLER'S NAME?
4. Who may we thank for referring you to us?
5. Would you mind if I place you on hold for just a moment, so I can get to my desk, and give you my undivided attention?

Items in blue denote positively charged words ('you' is definitely one of these when used in the proper context).

Items in red are questions asked to gain control of the call.
Key Components of An Effective TAFI INTRODUCTION

- Establish Rapport -Convey Empathy -Exude Enthusiasm
- Gain Control Of The Call By:
 - Asking Questions and
 - Aggressively Listening

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