



EMPLOYER MANAGED MEMBERSHIP PLANS

PHONE SCRIPT
- TEAM MEMBER

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Hi _____,

This is _____. I work for Dr. _____ at _____ and we are a general dentist office close to your business. We just created and launched an in-house membership plan to try and help our community members who don't have dental insurance or are unhappy with their insurance. I was calling to see if you'd be open to me coming by for a quick visit to introduce myself and tell you a little more about our plan?

We already have dental insurance. Oh, nice.

From a business owner's perspective, do you feel like it's a good value? Is the premium worth it?

(Let them answer.)

I've talked to a lot of people who feel like they aren't getting much out of their dental insurance plan or it's not being utilized. Depending on your situation, this could possibly save you a lot of money in premiums and provide a great benefit to your team. Are you open to me coming by to chat about this a little more?

Yes. Schedule the meeting.

No, we're not interested. Ok, no problem. Can I email you our brochure just so you have the information? (Get email address.)