

# Call Script for the Health Vertical

*Use this call script for outreach to healthcare prospects.*

*Hi [NAME], this is [YOUR NAME] from [YOUR COMPANY]. The reason for my call is that many healthcare practices don't have phone systems that deliver the reliability, flexibility, and service they need at a highly cost-effective price. Vendors offer a lot of features, but don't provide the level of service you want to get the real value your practice needs.*

*What if you could modernize your phone system to get the advanced calling options, paging, cell number privacy, and other key capabilities you need—including HIPAA compliance—while also streamlining maintenance and doing it all cost-effectively?*

## ***If open to discussion (general questions to ask)***

*We work with a lot of healthcare practices, like [NAME RELEVANT CUSTOMERS IN THIS VERTICAL] to provide them with a phone system that includes all the capabilities they need, delivered with unparalleled service and at an affordable cost.*

*Our healthcare customers tell us that rock-solid call quality, flexibility, and value-for-price are key. If you don't mind me asking, what capabilities are critical for your firm that are either missing from your existing setup or that are currently a pain to manage?*

*[Move to close]*

## ***If not open to discussion***

*When would be a better time to call back? Or is there someone else at [HEALTHCARE PRACTICE] I should contact?*