New Lead Questions

NOTE: It's more important to ask questions and let the person talk than it is to try and "sell" them by going on and on about what you do, the benefits, etc. Answer their questions as succinctly as possible and then go immediately into asking them about their office, situation, etc. The idea is you want to get into communication with them about their office and see if you can be of help to them. You don't have to ask all of these, they are just ideas of questions you can ask to facilitate getting into communication.

What prompted you to look for a billing service?

Have you used a billing service before?

How did that go for you?

What do you struggle with most, when it comes to billing and collecting from the insurance companies?

What about your billing gives you the most stress?

How are you currently handling your billing now?

When it comes to billing and collections, what's your ideal scene?

When it comes to billing and collections, what would make your life easier?

How did you hear about us?

What is your biggest concern, when it comes to your billing?

Information you NEED to ask:

What is your patient volume per week?

Approximately how many of those are insurance patients?

What types of services do you deliver in your office? (Here you are getting an idea of what services you would be billing for but you are also fishing to see if there are services you do NOT want to bill for. For example, I avoid anyone who provides Mental Health services.)

How soon do you need someone to take over your billing?