

## The Magic “Word” in Asking for Payment (OVER THE PHONE)

**Do you have a credit card there handy? We’ll go ahead and take care of that.**

That’s it! Make sure you have that “word” memorized before your head hits the pillow tonight. I’ll type it out to help you, but make sure to say it with no spaces, as you would one word.

Do you have a credit card there handy? We’ll go ahead and take care of that.

## The Proper Way to Ask for \$ at the Time of Tx (IN PERSON)

“Mr. Schleetz, the fee for **TODAY’s** service is \$200. You can handle that **TODAY** by cash, check, or credit card **TODAY**, whichever works best for you **TODAY.**”

Notice you will use the word **TODAY** 4x’s. Why is that? This repetition is required for your patients to pick up that you want to be paid **TODAY**. The funny thing is...your patient will not hear it 4x’s, so do not gloss over this.

We live in a society of short attention spans and people thinking about at least 5 other subjects, so you need to break through that. Even saying **TODAY** 4x’s, the patient may actually only hear it twice, but it may just register once.

**Train the staff these two methods and you will see your accounts receivables get a great boost in the right direction.**

# Setting up Useful Payment Plans

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Obviously your main goal should be to collect FULL payment at the time of treatment. The video tutorials series on **Collecting Payment and Bringing Past Due Accounts Current** should be extremely helpful to obtain that goal. However, should you need to set-up payment plans, here are the step-by-step instructions on how to do it...

1. **Always** talk to the patient in terms of TIME not DOLLAR AMOUNTS

"How much time would you need to pay the \$300?" or "How long will you need..."

2. **Always** offer slightly longer than the patient says they will need. This will make you look great in their eyes and they will really feel you are out to help them, which you most definitely are.

"I should be able to pay next month" or "Is there any way you could give me just a few months, as I have other obligations right now", they might say.

Here is how you want to handle it...

"So Mr. Schleetz, that would be 4 equal payments of \$75. What I can do **to help you out** is instead of collecting the full balance of \$300 today, I can set up a payment plan of just \$75/month. Would that help you out?"

They will say yes or tell you what the real reason for non-payment is. When they agree \$75/month is acceptable, be enthusiastic and happy you have just helped them, and say...

"Great! Glad I could help. In order to activate our payment plan today, I will collect \$75 today, then monthly we will automatically bill your preferred method of payment we have on file. Do you have a credit card there handy? We'll go ahead and take care of that."

3. **Make sure** you have activated your FREE PayJunction software. This will allow you to setup, manage, and process stress-free, automatic payment plans. If you have not activated your free Collections & Financial Management software, follow this link to get started: <http://paperlesspayments.net/sign-up-for-free/>.