Below is a front-desk-specific Sales Mastery Program built for Aylara. The goal is not to "sell physical therapy." The goal is to help qualified women recognize the cost of continuing to live with pelvic floor dysfunction and confidently schedule an evaluation with a specialist. This aligns with Aylara's consultation framework and treatment positioning.

AYLARA FRONT DESK SALES MASTERY PROGRAM

Core Philosophy

The front desk is not an appointment scheduler.

The front desk is the first step in a patient's recovery journey.

Your role is to:

1. Identify fit
2. Build trust
3. Create urgency
4. Communicate value
5. Schedule the evaluation

Your goal is NOT:

- To convince everyone
- To argue about price
- To defend being out-of-network
- To provide clinical advice

Your goal is to help the right patient make a good decision.

The Front Desk Mindset

Most women calling Aylara have already:

- Been dismissed
- Been told their symptoms are normal
- Tried exercises online

- Seen multiple providers
- Been struggling for months or years

They are not buying an appointment.

They are buying:

- Answers
- Expertise
- A plan
- Hope
- Relief

The evaluation is the vehicle.

The 5-Step Aylara Call Framework

Step 1: Connect

"Thank you for calling Aylara. My name is ____. How can I help you today?"

Allow them to explain.

Listen carefully.

Common concerns:

- Leakage
- Pelvic pain
- Pain with intimacy
- Postpartum issues
- Prolapse
- Core weakness
- Chronic symptoms

Step 2: Clarify

Ask:

"How long has this been going on?"

"Have you seen anyone else for this before?"

"What have you tried so far?"

This uncovers:

- Frustration
- Failed attempts
- Readiness

Step 3: Cost of the Problem

Help them verbalize the impact.

Ask:

"How is this affecting your daily life?"

"Are there things you've stopped doing because of it?"

"If nothing changes over the next year, what concerns you most?"

Patients often reveal:

- Exercise avoidance
- Relationship strain
- Embarrassment
- Fear of worsening symptoms

This creates urgency naturally.

Step 4: Position Aylara

Once they've shared:

Use:

"What you're describing is actually something we help women with every day."

"Many of our patients come to us after trying other treatments that didn't fully solve the problem."

"Our specialists focus exclusively on pelvic health and finding the root cause, rather than simply managing symptoms."

Do NOT:

- Give treatment advice
- Diagnose
- Promise outcomes

Simply position expertise.

Step 5: Recommend Evaluation

Never ask:

"Would you like to schedule?"

Instead say:

"The next step would be a comprehensive pelvic health evaluation so we can determine exactly what's causing the problem and build a treatment plan specifically for you."

Then:

"Let's look at our availability."

Lead.

Don't push.

Lead.

Insurance Objection Mastery

Most Important Rule

Do not defend pricing.

Do not apologize.

Do not justify.

Do not become emotional.

Stay calm.

Stay professional.

Stay confident.

When They Ask:

"Do you take insurance?"

Recommended response:

"We're an out-of-network specialty pelvic health practice. Our patients choose us because they want focused one-on-one care and a comprehensive treatment plan designed specifically for their needs."

Pause.

Then:

"Many of our patients come to us after trying traditional routes without getting the answers they were looking for."

Then redirect:

"Can I ask what symptoms you're experiencing?"

Move the conversation back to their problem.

If They Say:

"That's expensive."

Respond:

"I completely understand wanting to make a careful decision."

Then:

"Can I ask—how long have you been dealing with this?"

After they answer:

"And what has it cost you so far in terms of discomfort, limitations, frustration, or treatments that haven't worked?"

Allow them to think.

Then:

"Most patients who come here have reached a point where they want a clear answer and a structured plan instead of continuing to guess."

Then:

"The evaluation helps us determine exactly what's going on and what the right path forward looks like."

If They Say:

"I'll think about it."

Never say:

"Okay, call us if you need anything."

Instead:

"Of course. What part would you like to think through?"

Let them answer.

Then identify:

- Cost
- Timing
- Spouse
- Uncertainty

Clarify before solving.

Decision-Maker Script

If hesitation appears:

"Is anyone else involved in the decision?"

If spouse:

"Would it be helpful to bring them to the evaluation or schedule a time when you can both discuss the recommendations together?"

Never ignore hidden decision makers.

The Three Qualification Questions

Before scheduling:

Question 1

"On a scale of 1-10, how satisfied have you been with the care you've received for this issue so far?"

Question 2

"On a scale of 1-10, how important is it for you to get this resolved?"

Question 3

"On a scale of 1-10, how committed are you to following a structured plan if it helps you reach your goals?"

Interpretation:

8-10 = Green Light

6-7 = Yellow Light

1-5 = Investigate further

Red-Light Patients

Avoid chasing:

- Looking only for free advice
- Shopping for lowest price
- Refusing evaluation
- Multiple cancellations
- Seeking quick fixes
- Arguing about recommendations

Response:

"It sounds like we may not be the best fit for what you're looking for, and that's okay."

Protect clinician time.

Green-Light Patients

Listen for:

- Frustration
- Failed attempts
- Emotional impact
- Desire for change
- Readiness to act

These patients should be guided confidently toward evaluation.

Front Desk Closing Language

Never end with:

"Call us if you decide."

Instead:

"Based on what you've shared, I believe meeting with one of our pelvic health specialists would be extremely valuable."

"Let's reserve a time for your evaluation so we can start getting answers."

Daily Standard

Every call should answer three questions:

1. What problem is she trying to solve?

2. What is the problem costing her?

3. Is she ready to commit to solving it?

If those three questions are answered well, scheduling becomes a natural next step rather than a sales conversation.

The Aylara front desk should be positioned as professional guides helping women take the first step toward resolution—not receptionists explaining insurance benefits. That shift alone will dramatically improve evaluation conversion rates while maintaining the premium specialist positioning of the practice.