



American Academy of Micropigmentation

Phone Call Script

Consultation call flow from rapport building through deposit.

The Script

- Step 1: Build Rapport:** Open warm, not rushed. Let them talk for a beat before moving into business.
"Hi [Name], thanks so much for hopping on with me! How's your day going?"
 - Step 2: Probe Their Pain:** Get them talking about what's been frustrating them. Repeat back what they say, then go one layer deeper.
"So tell me more about what's been frustrating you with your [brows/lips/eyes]."
"How long has that been bothering you?"
"What have you tried so far?"
 - Step 3: Ask About Their Dream Outcome:** If already covered in the DM, repeat it back and probe further.
"You mentioned you wanted something natural, walk me through what that looks like for you day to day."
 - Step 4: Bridge Pain to Solution:** Connect what they told you directly to your service by name.
"We can definitely help you fix [pain point] and get you to [dream outcome], and that's exactly what our [service name] is designed to do."

Be sure you actually choose the proper technique and option for that person. If you are not able to perform the service, have a few PMU artists that specialize in other techniques that you can refer to.
 - Step 5: Explain the Process:** Walk through the full process start to finish. Use "we" language throughout.
Cover: what happens during the appointment, healing timeline, aftercare expectations, and the touch-up process. You want to be extremely thorough with your procedure explanation. They should have NO questions except "how much" once this part is complete. Also, if you are doing this procedure in the summer, clients need to be made aware of the precautions for summer treatments. It's also important to explain that permanent makeup is a long term commitment and not temporary.
 - Step 6: Handle Questions + Give Price:** Answer everything fully before pricing comes up. When it does, state it clearly and confidently.
"Do you have any other questions about the process or what to expect?"
- Note:** No hedging on price. Say the number and stop talking.
- Step 7: Book the Appointment:** Get a general timeframe, narrow to weekday or weekend, then offer two specific openings. Also, make sure there are no upcoming major events, vacations or other important events.
"So when are you thinking of getting this done?"

"I'm looking at the week of [date], I've got a couple openings with [Tech Name], 10am or 1pm. Does either of those work for you?"

Action: Collect deposit to lock it in.

If They Say They Need to Think About It

■ *"I get it. What's the main thing you want to think through, is it timing, or is there a question I haven't answered yet?"*

This surfaces the real objection instead of letting them go dark.

If No Answer / Voicemail

Text within 10 minutes:

■ *"Hey [Name], just tried calling! No worries if now's not a good time, when's good for you today or tomorrow?"*

Phone Call Checklist

- ☐ Received pictures (good lighting, clear photos) or doing the call via facetime/facebook video/zoom)
- ☐ Built rapport
- ☐ Asked about pain point and repeated it back
- ☐ Asked and confirmed their dream outcome
- ☐ Connected pain and dream to specific service by name
- ☐ Walked through full process using "we" language
- ☐ Covered aftercare and healing expectations
- ☐ Explained the permanent nature of procedure
- ☐ Asked about events, travel, vacations or outdoor activities happening soon
- ☐ Asked if they had questions before giving price
- ☐ Gave price clearly, no hedging
- ☐ Asked timing, narrowed to weekday or weekend
- ☐ Offered two specific time slots
- ☐ Collected deposit
- ☐ If hesitant, surfaced the real objection
- ☐ If no answer, followed up by text within 10 minutes
- ☐ Logged outcome in CRM (booked, follow-up needed, or not a fit)