

Information Call Flow



Black Belt Academy and Karate for Kids, how may I help you?...
Great, my name is _____. Who am I speaking with?

caller _____

Is this for you or someone else?

me — Great! How old are you? That's a terrific age to start.

someone else — Who? What's his/her name? How old is he/she?
That's a terrific age to start.

name(s) _____

age(s) _____

Now we only accept new students on a referral basis.
Did someone recommend the academy to you, or do you know anyone who trains at one of our academies, so he or she can be your personal sponsor?

yes — May I ask the student's name?

no — Then how did you hear about our academy?...Because you weren't referred by one of our students, the only alternative is for one of our instructors to personally be your sponsor.

referred by _____

Have you taken martial arts before?

yes — What style? Where? How long? Did you earn a belt rank? Congratulations.

no — How long have you been thinking about it?

notes _____

If you don't mind my asking, what specifically do you want to accomplish with a martial arts program?...That's great. A lot of our students enrolled for the same reason.

referred — Because we are a referral-based academy, we offer all our new members a free 30 day trial program so they can find out about our academy and see what we have to offer. How does that sound?

not referred — In order for one of our instructors to be your sponsor, we'd like to meet with you and give you a free lesson. This way we can get to know you (and your family), and you can see exactly what we have to offer. How does that sound?... Now, just so you are aware, because we are a referral-based academy, if everything goes well, and after the lesson you think you would like to continue, we do offer all our new members a free 30 day trial program, okay?

(Offer lesson times.) I have an opening today at _____ or _____. Which is better for you?

_____, what is your last name?...Your home phone number?...And work?
_____, do you know how to get to the academy? (Give directions.)

appt. _____

When you get to the academy, I'll make sure we meet. Again, my name is _____. The lesson will take about 45 minutes, so plan accordingly...
You are welcome to bring a friend. Who would you like to bring?

phone(s) _____

reluctant — You see, _____, sometimes a new student may feel a bit awkward or nervous. Some of our best students felt that way when they first got started. And you know what we found? If a new student brings a friend, they have a lot of fun together, and this takes away the anxiety. Who would you like to bring to your first lesson?

Terrific. May I have your friend's name and telephone number, so I can call him/her and give him/her all the information?

friend _____

phone _____

Last thing... Your address so I can send an info packet? Thanks!
(get phone numbers, info on kids/adults if you haven't)
What's your email address?
Do you prefer information sent by regular mail or email?

address _____

city _____ state _____ zip _____

email _____ @ _____

prefer: regular mail / email

If for some reason you cannot make the appointment, please call because we work by appointment only, okay? I look forward to seeing you on _____ at _____. Thank you for calling Black Belt Academy.



Non-committal objection

"Listen, I can appreciate [reason]. And what I would like to suggest is that we go ahead and pencil in a tentative time, then you get back with me.

"The reason I say this is because your first lesson is by appointment only, and our schedule gets pretty booked up."

"This way, if the time works, I will have already blocked off time for your lesson. The next times I have are ____ or ____.
Which is better for you?"

Price objection (1st - Ignore and continue)

"It depends" and continue

"It depends on which program we get you started on" and continue

"____, we have a variety of different courses for people with different budgets, and our tuition prices are both reasonable and competitive. Let's go ahead and set up your first free lesson, and then I can sit down with you and give you all the course information..."

or

"If all you're worried about is the price, our least expensive course we have is only one hundred dollars a month. However, let's go ahead and set up your first free lesson..."

Confirmation: day before

"Hi, is ____ there?"

"____, this is _____. How are you tonight?"

"____, I'm calling you to confirm your lesson with us tomorrow night at Black Belt Academy, and I want to go over a few things with you."

"First, do you have directions to the school?"

"Next, does your friend _____, who will be joining you, know how to get here? If you'd like, I could give him/her a call. What is _____'s number?"

"When you arrive to the school, I'll make sure we meet. I'll bring you on a tour of the school, and then take you through your first lesson, so you'll know exactly what the school has to offer."

"Now _____, I don't know how serious you are about getting involved in a martial arts course, but after the lesson, if you think you would like to continue, I will go over all the programs we have to offer, okay? [So please bring a form of payment--check or credit card--so you can get your uniform, okay? Bring 95 dollars.]"

"_____, if for any reason you are unable to make your first lesson, please give me a call, because we teach first lessons by appointment only."

"Do you have a pencil?" "Please, write down my number, _____. I look forward to seeing you and your friend on _____ at _____. Thank you for calling Black Belt Academy."

Confirmation: day of

"Hi, is ____ there?"

"Hello again, this is _____ from Black Belt Academy. I thought I would call to let you know we are on schedule for your first lesson tonight at _____."

"If you would like, you are welcome to come a little earlier so you can check out the school before we get started."

"And please remember to wear loose-fitting clothes for your first black belt lesson. It's going to be fun! I'll see you tonight. Thank you."

Missed appointment: 15 minutes after

"Hi, is ____ there?"

"_____, this is _____ from Black Belt Academy. How are you tonight? Is everything okay?"

"I'm glad I caught you. I was looking forward to our first lesson together at [time]."

"_____, this happens a lot at this time of year. However, you're in luck. I have two openings this evening/tomorrow, one at _____ and one at _____. Which is better for you?" [Refer to the non-committal script if necessary.]

"_____, do you have directions to the school?"

"I look forward to seeing you at _____. Drive safely, good afternoon/night."

Missed appointment: day after

"Hi, is ____ there?"

"_____, this is _____ from Black Belt Academy. How are you today?"

"I was reviewing my schedule from last night, and I see we missed your first black belt lesson."

"_____, this happens a lot at this time of year. However, you're in luck. I have two openings this evening/tomorrow, one at _____ and one at _____. Which is better for you?" [Refer to the non-committal script if necessary.]

"_____, do you have directions to the school?"

"I look forward to seeing you at _____. Drive safely, good afternoon/night."