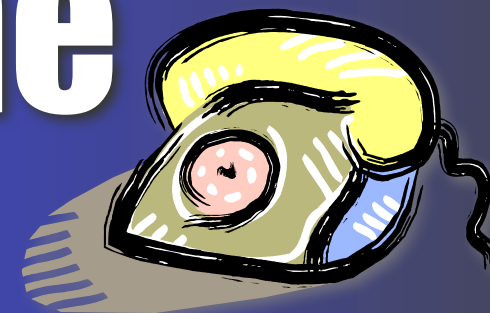




The Phone Script



“The First Job Inside the School!”

- Sr. Master Greg Moody

Goals

- **Learn The Basic Steps of The Phone Script**
- **Practice**
- **Confirm**



Phone Script - Purpose...

- **Set a good appointment!**
 - **A good appointment is one that:**
 - **Shows up**
 - **Is ready to enroll**
 - **Knows they can bring a friend**

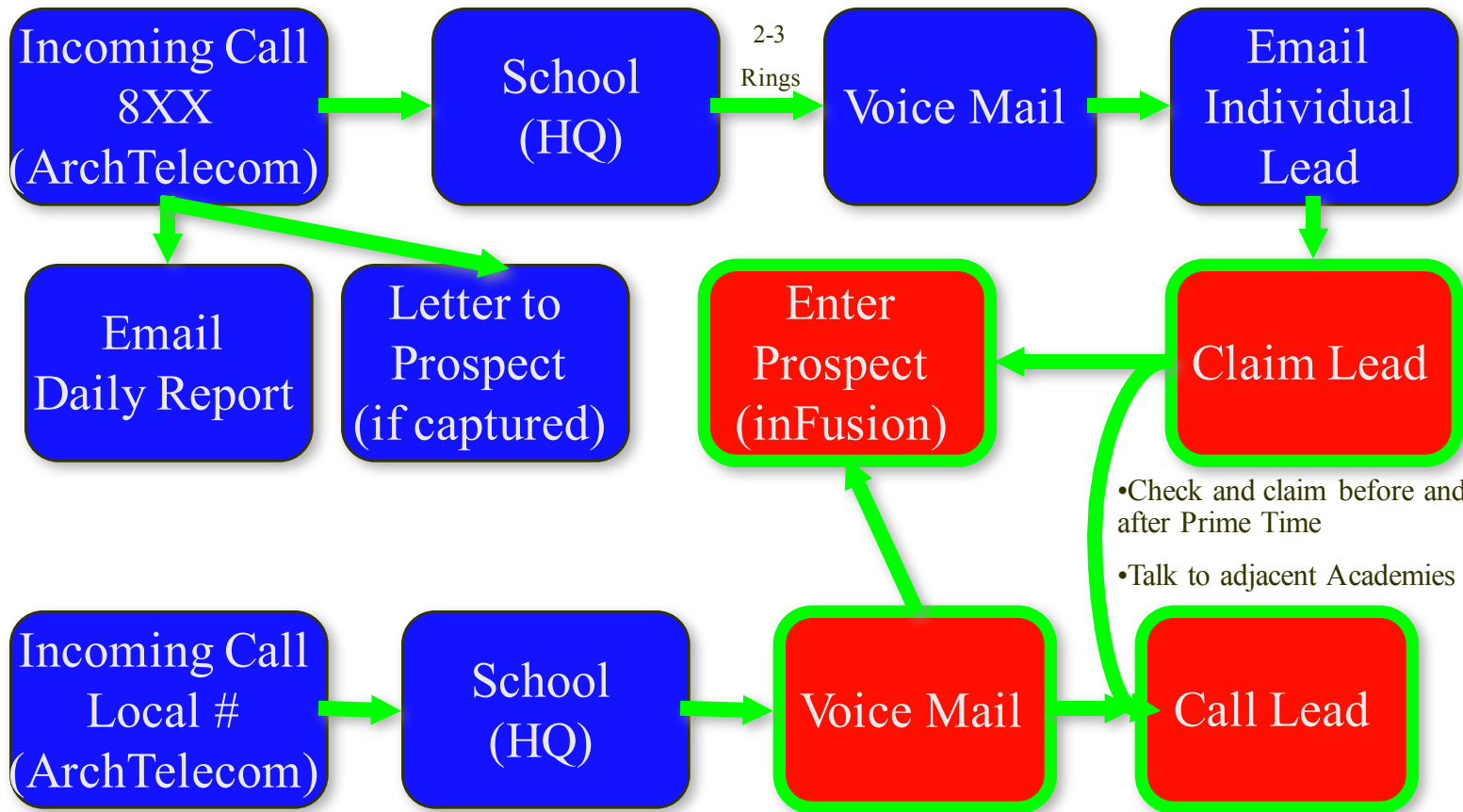


The Phone

- Is the first thing that **MUST** be handled for us to operate...



Phone System

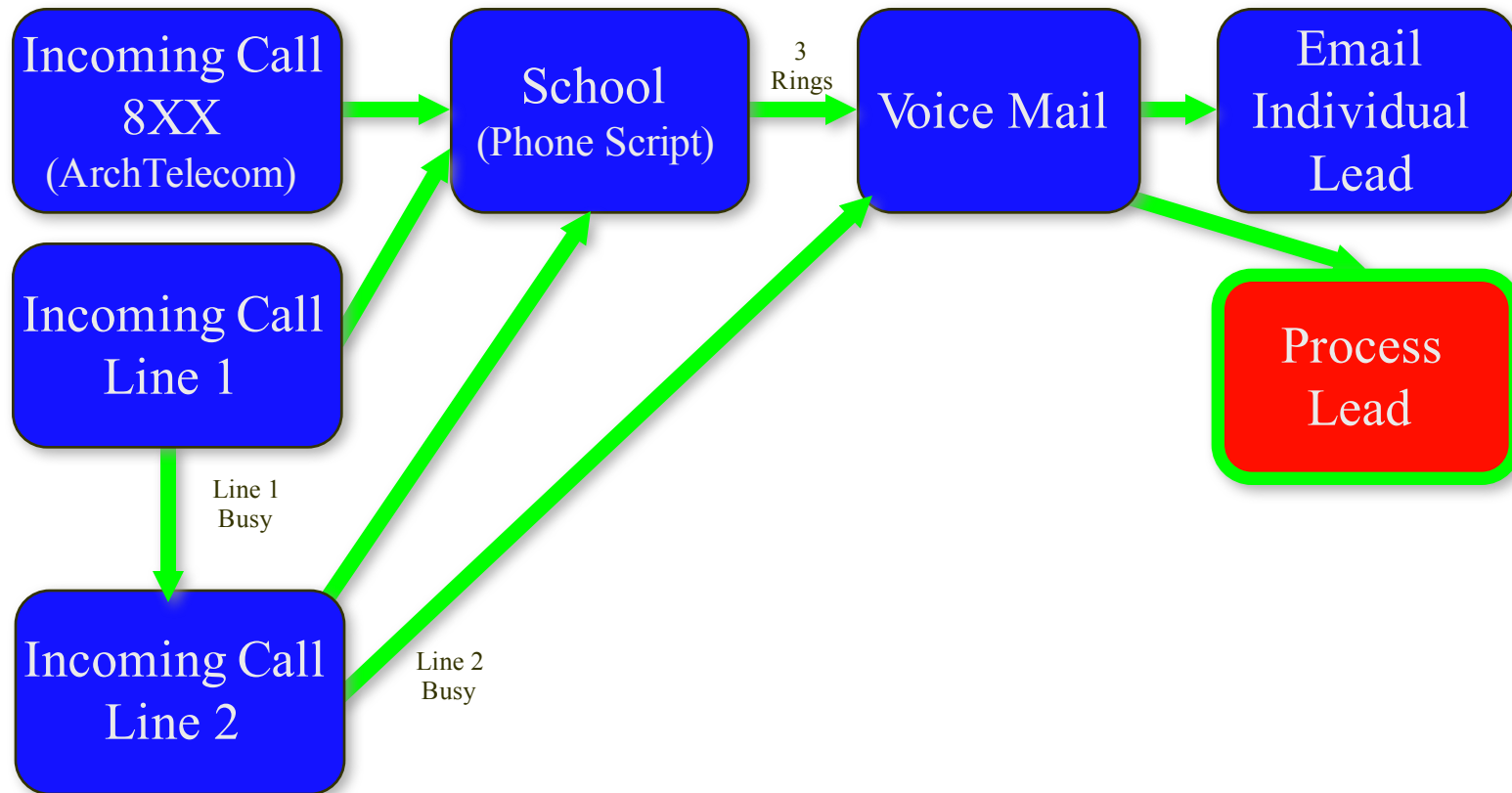


- Check and claim before and after Prime Time
- Talk to adjacent Academies

- Should Be Checked Anytime Potential Call in.
- Return Info Calls Immediately.
- Return Student Calls Within 24 Hours.



Phone System – Cont'd



- Should Be Checked Anytime Potential Call in.
- Return Info Calls Immediately.
- Return Student Calls Within 24 Hours.



General Phone Rules



- **Reminders:**

- **SMILE**

- **Follow Up Rules...**

- **Leave only 1 message a week**

- **Follow Up Daily (or more) for 2 weeks, Then 1x month**

- **Answer on 2nd ring.**

- **Take Notes**



Phone Script



- **Reminders:**
 - **SMILE**
 - **Have Info Script Obviously available by ALL phones!**
 - **Answer on 2nd ring.**

- **NOTE: When we refer to the “Phone Script” we are referring to the Information Call Phone Script**



Phone Script



- **Part One: Introduction**

- *Black Belt Academy and Karate for Kids, how may I help you?...*
- *Great, my name is _____. Who am I speaking with?*
- *Is this for you or someone else?*
- *Great! How old are you? That's a terrific age to start.*
 - *Who? What's his/her name? How old is he/she?*
 - *That's a terrific age to start.*



Phone Script



- **Part Two: Pre-Qualification**

- *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?*
 - *May I ask the student's name?*
 - *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.*
- *Have you taken martial arts before?*
 - *What style? Where? How long? Did you earn a belt rank? Congratulations.*
 - *How long have you been thinking about it?*
- *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.*



Phone Script



● Part Three: Appointment

- *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?*
 - *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? **(ALWAYS Give directions.)***



Phone Script



● Part Four: Appointment Closing

- *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?*
 - *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?*
- *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?*
- *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.*



Phone Script



- **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 time - 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.”*



Phone Script



- **I want to just watch a class**
 - *“We evaluate each student to determine what program they qualify for so the first step is to have them come in with an instructor 1 on 1. I have tonight at 5 or 7 available, which is better for you?”*
 - **NEVER allow this but if by accident it is scheduled (or parent comes in without child), ignore that it was supposed to be a “watch” class and do an intro. If they didn’t bring the kid, then reschedule and use line above.**



Phone Script



- **Don't Forget!**
 - **Enter all information in computer (Local, WST, inFusion)**
 - **Send info packet to appts (inFusion)**
 - **Print info sheet**
 - **Prepare for appt.**



Phones... Continued



- **Confirmation Calls**
 - **ALL Appointments - Privates, intros, progress checks, appointments ... everything...**
 - **Day BEFORE and day OF.**
- **Missed Appointments**
 - **ALL Appointments here too!**
 - **15 Minutes After!**
 - **Day After**
 - **Follow up rules!**
- **Take Notes**



Practicing On Your Own...

- **Read Out Loud**
- **Read To Mirror**



Role Playing Rules



- **Stay in character.**
- **Don't discuss it DO it!**
- **Be tough but don't overdo it.**

- **The more realistic you are the more Enrollment Conferences you will get**



Phone... If You “Got It”

- **Role Play With Another Instructor From Your Academy**
 - **9x Each**
- **Role Play With Instructor From 1 Other Academy**
 - **2x Each**
- **Role Play With Master Moody**
 - **1x Each Role Play With Master Moody**



Reminders:

- **SMILE**
- **Have Info Script Obviously available by ALL phones!**
- **Answer on 2nd ring.**

