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the **Way of the phone**™  
**Course Workbook**



# From 0 to Over 300 Students in Our 1<sup>ST</sup> Year!

We moved to Santa Barbara where we knew one person and opened up a studio. We decided that it would be a good idea to go to the NAPMA convention and pick up a few ideas. What we found were programs that we could use to build and manage our business, an experienced, professional, helpful NAPMA staff, and other successful martial arts business owners that were happy to share their ideas on how to make a business grow.

We've been in business now for a little over a year, have over 300 students and we're still growing.

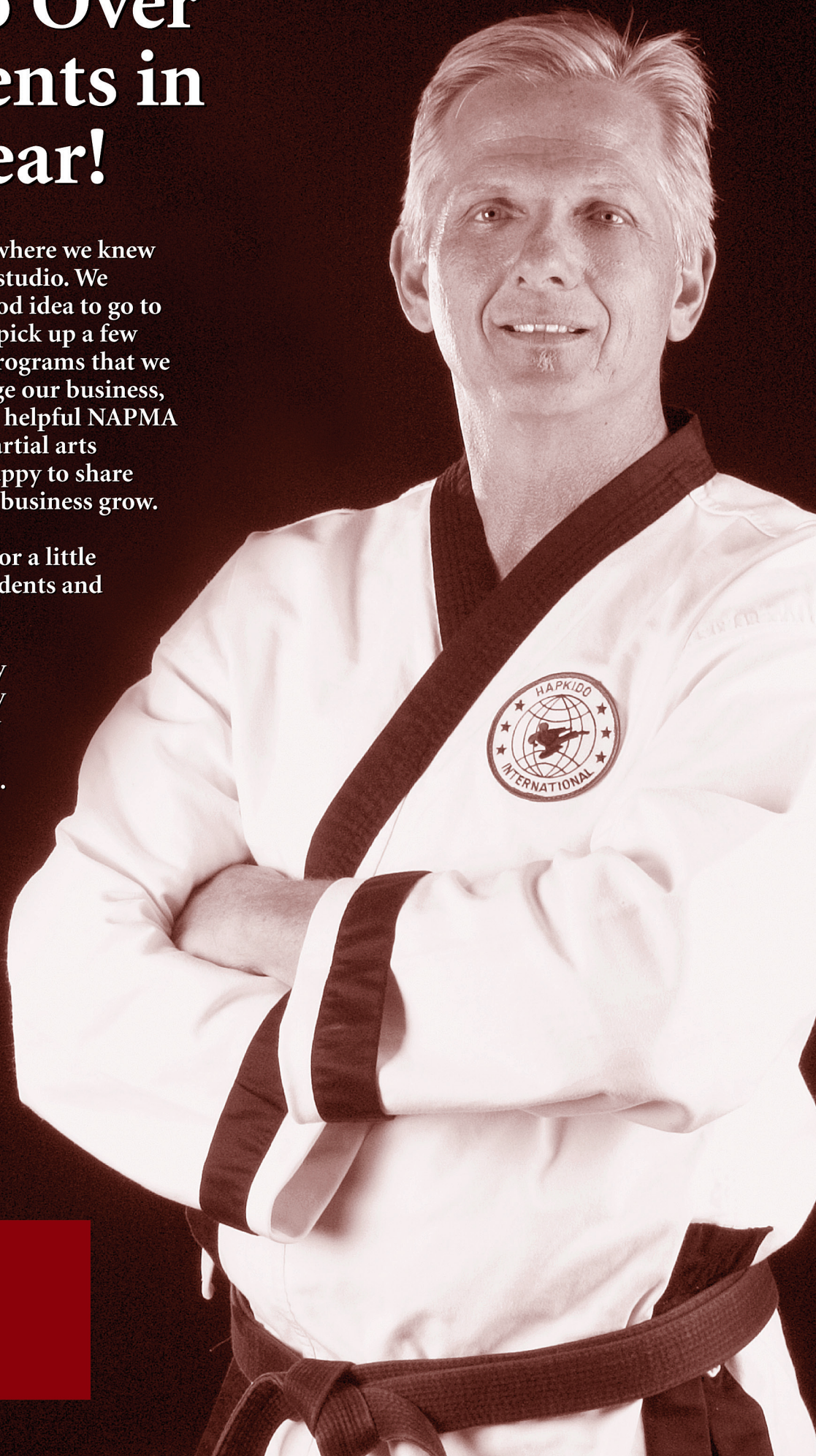
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# the way of the phone

## Introduction

What is the best way to handle an information call over the phone? The way that gets the caller to come in and try your lessons. The truth is, there is no single approach or method that works for every phone call. *The Way of the Phone* is one of flexibility, variation in approach, sincerity and instant adaptability.

The following ideas are simply guidelines. Learn them, absorb them and then use your own personality, communication skills and sensory acuity to make the presentation your own.

## Questions, Answers and a Burning Curiosity

The purpose of the phone call is to convince the prospective student to enroll in your introductory course. It is NOT to explain your martial arts style, your pricing structure, your teaching philosophy or your tournament record. All you want to do is get the caller in to try your beginner's lessons. That's it. Why? Well, let's be completely honest; trying your lessons out, in-person, is the only way for someone to really understand what it is you do, what your school is about.

The most important part of the phone call is not what YOU have to say, but in finding out the NEEDS (and perceived needs) of the caller. Then, once you've listened, you can tell them about your introductory program. You can paint a picture of the benefits of your program using their interests and needs as the brushes and paint. The best frame of mind when answering the phone is to have a burning curiosity as to why the caller is interested in the martial arts. If you approach *The Way of the Phone* with this kind of mindset, you are headed down the path of phone mastery.

## The Phone Call in Four Easy Pieces

The phone call is not much different than a kata. In this particular kata we're going to break it into four easy-to-learn pieces. We'll start at the beginning, and when practicing we won't begin learning or performing the second part of the kata until we have a decent grasp of the first part. This method makes it very easy to train new staff members. Keep in mind that 80% of communication is said to be non-verbal, so pay particular attention to tone of voice, pronunciation and word pacing.

Note that each of the four parts of the phone call begins with a transition phrase. It's a one-line question or statement that marks the point at which you've transitioned from one part of the presentation to the next.

## 1) The Introduction

(Transition Phrase: “Are you calling for yourself, or someone else?”)

This part of the phone call is all about figuring out who you’re talking to. It’s about asking questions that reveal the caller’s needs. You see, what you would say to a 45-year-old executive who hasn’t exercised in five years is completely different from what you’d say to a 30-year-old mother calling for her 10-year-old son. Someone with one or two years of martial arts training would be handled differently than someone just beginning. A father, who’s already a 4th-degree black belt and wants to enroll his seven-year-old, would also be handled differently than your average caller.

*Here are the kinds of questions to ask during the introduction:*

### For Children:

- Are you calling for yourself or someone else?
- How old is he/she?
- Has he/she ever studied the martial arts before? Have you?
- What would you like to see your child gain by taking classes with us?  
Would it be self-control, concentration, respect or self-esteem?
- What do you think he/she would benefit most from learning?

### For Adults:

- Are you calling for yourself or someone else?
- Have ever studied the martial arts before?
- How young are you?
- Do you consider yourself in good shape, great shape  
or I’d-better-start-getting-some-exercise-soon shape?
- What interests you about the idea of taking martial arts lessons?

After you know who it is you’re talking to, it’s like turning on the light in a darkened room. There is that “Ah,” that recognition that you now know what your caller is looking for. I liken it to a person walking into a huge hardware store and saying to a salesperson, “Hi, I’m looking for something.” How does the salesperson know how to help this customer? By asking key questions, like: “Is it something for the kitchen? The bathroom? The yard? Is it bigger than a breadbox?” And once the customer says something like, “I’m looking for a washer just like this one,” then the salesperson knows exactly how to help them. That’s also *The Way of the Phone*.

## 2) Painting the Picture

(Transition Phrase: “Oh! Ok, I know what you’re looking for, let me tell you the best place to start.”)

Painting the picture is about using key words –words that don’t just describe, but that evoke emotion –to explain the benefits of your introductory program. The goal is to paint a picture of the introductory course that makes it sound incredibly

fun, exciting, safe and full of interesting and useful information. If you just stick to the facts of the introductory, the description comes out like cold, dry toast. What we're looking for is a freshly baked loaf of San Francisco sourdough French bread, lightly buttered and sitting next to a bowl of steaming crab's legs. Get the picture? Just as a good writer can make a scene come alive through the use of words, a master of the phone can make the description of a standard introductory course into something poetic and desirable.

*First, here's an example of a dry toast explanation of an introductory course:*

"We offer a three lesson introductory course that only costs \$19.95. That price includes a uniform. In the intro we teach the basic fundamentals of class and a few self-defense techniques. It's a lot of fun. Do you want to sign up for it?"

Now here's a somewhat better version (targeted for the mother of a 10-year-old son –with neither the mother or her son having any previous martial arts experience):

(Tone: conversational) "Oh! Ok, I know what you're looking for; let me tell you the best place to start. And, by the way, 10 is a great age for a child to begin the martial arts and we have a lot of 10-year-olds in our school. You're going to be impressed with the emphasis we put on respect and focus and concentration and self-control and anger management. Anyway, we have a short introductory course specifically designed for young children and parents who don't know anything about the martial arts –but are interested in trying it out. You could call it "Martial Arts 101." It includes three lessons; two semi-private with our best new-student instructor –and one in one of our regular group classes. In the introductory we're going to show your son the basic movements he'll need to fit comfortably into our classes –and were going to work on his listening skills, his concentration –and teach him where to use his martial arts, and where NOT to use it.

Plus, our new student instructor, her name's Shannon, is so good at putting kids at ease, while at the same time getting them to say "Yes, Ma'am" and teaching them good classroom manners. You might like to know too that she'll talk to your son about keeping his room clean –she'll be teaching him all kinds of other great lessons too.

I should mention that while we teach all of the kicking, punching and self-defense you'd expect in a martial arts school –our real focus is on attitude and character development.

So, this "Martial Arts 101" class will fill you in on ALL the details of being a student here –and in the second lesson Melody takes some extra time to go over the cost of tuition, not only in the first month you attend, but the costs if your son went all the way to his black belt.

After you've taken the introductory program –you can go home and either say, 'WOW, that was the best thing we've ever done!' or 'Well, that was interesting, let's think about it.' It's really the best and the only way to find out how the martial arts work.

Did you want to get him started this week or next week?"

### 3) Asking For the Sale

(Did you want to get started this week –or next week?)

If this question's answered with a positive response, then you've painted a vivid enough picture to get them to come in for your introductory. But if they ask another question, you've got to keep painting. Remember, your introductory program was SPECIFICALLY designed for beginners who know nothing about the martial arts. You know that beginners have a lot of unanswered questions. And you know that you can't really give a worthwhile description of your school and classes over a phone. If someone's really serious about looking into the martial arts as a regular activity, the only way to know what a school is really like, is to get behind the wheel and step on the gas. If you paint the picture in a compelling fashion, you're going to have communicated this –and the fact that the caller is in for a very, very pleasant surprise.

Now: "Did you want to get started this week or next week?"

### 4) Getting the Specifics

At this point in the presentation it's best to ask the caller to hold for a moment while you grab your appointment book. This gives you a few seconds to get your paperwork together, and it gives the caller a chance to grab a pen to write down the time and location of their first lesson.

It's already been confirmed that the caller is ready to enroll in your introductory course. You're getting your appointment book ready to find a time for them. But does the caller know your regular class times yet? What if your classes for 10-year-old white belts only happen on Monday and Wednesday afternoons at 4:00pm, and the caller doesn't get off work until 6:00pm? It's not wise to schedule an introductory class without the caller knowing if your current class schedule would suit their needs. When you begin to take the student's information, called "getting the specifics," it's a good time to briefly go over your schedule. This will save you from giving a lot of introductory lessons to people who can't make it in for your regularly scheduled classes.

#### **The specifics are:**

- Times of your lessons
- Name
- Addresses
- Phone numbers
- Times of their introductory lessons
- Directions to the school
- And finally: "And how did you hear about us?"

It's a good idea to immediately address and mail one of your brochures, a class schedule and several guest passes to the caller just after you've completed the call. The guest passes are for their friends and family members who might also be interested in attending.



## Info Call Script: Example 1 (for Adults)

(Scripts provided by Team Karate Centers of Los Angeles)

1. Thank you for calling Team Karate Centers, how may I help you?
2. Great, my name is \_\_\_\_\_, who am I speaking with?
3. (Name), how did you hear about the school?
4. Are you interested for yourself or for someone else? If so, who? How old is he/she? That's a great age to start.
5. Have you ever been in before?  
If so, when? Did they take a class or just take a tour? Did they enjoy their visit? If not, why? Was there something that they were looking for that we did not have? Did someone go over programs with them? If so, why didn't they enroll?
6. (For Kids): Is he/she involved with any activities now? How long? How long did they stick with the program?
7. (For Adults): Are you presently working out? If not, have they in the past? What type of activity was it? How long ago? How many times a week? How long did they stick with the program? Did they get a belt rank? If so, why did they stop? Finally, have they noticed any difference in how they feel? (or) What aren't they getting from their program that they want?
8. If you don't mind my asking, what specifically are you looking to accomplish with a martial arts program?
9. (Name), That's great because we have many programs that will fit your needs!
10. What I would like to suggest, and I think you would agree, is that the best way for you to find out about our school and see exactly what we have to offer is to come in for a free information kit and a free class, how does that sound?
11. (For Adults): What hours will you be using the school, morning, afternoon or evening?
12. I have an opening this \_\_\_\_\_ or \_\_\_\_\_, which is best for you? (Days)
13. I have openings at \_\_\_\_\_ or \_\_\_\_\_, which is best for you? (Time)

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notes:

14. (Name) and your last name?
15. And your home number? And work?
16. (Name), do you know how to get to the school?  
(Always give directions and landmarks regardless of their answer.)
17. When you get to the school I'll make sure we meet, again, my name is \_\_\_\_\_ . (Slight pause) The class will take around 30 minutes, so plan accordingly. (Slight pause)
18. Either myself or \_\_\_\_\_ will be giving you a courtesy call the night before just to confirm and I ask only that if for some reason you are unable to make your appointment please give me a call as soon as possible because we work by appointment only, okay?
19. I look forward to meeting with you (and your child) this \_\_\_\_\_ at \_\_\_\_\_, have a nice day.

Here's how we recommend you respond to the following question or comment from a student or prospective student?

1. **Prospect:** What style do you teach?  
**School:** Is there are particular style you're interested in?
2. **Prospect:** Do you teach the philosophical part of karate too?  
**School:** Does that interest you?
3. **Prospect:** Do you spar?  
**School:** Do you like to spar?
4. **Prospect:** Can I keep my current rank?  
**School:** Is that important to you?
5. **Prospect:** How much are your classes? (first time).
6. **Prospect:** How much are your classes? (second time)
7. **Prospect:** How much are your classes? (third time)

## Info Call Script: Example 2

**School:** Thank you for calling USA Karate. This is Karen Smith. How may I help you? (Upbeat and ready to serve. This place is happening and you should be here is exactly the message we convey.)

*Prospective Student:* How much are your classes? (First money request. The first question is almost irrelevant as we are going to ignore it anyway. Going back to the weather and money theory, it's the only question they know to ask.)

**School:** Is this for yourself? (First in a series of information-gathering questions.)

*Prospective Student:* No, it's for my child.

**School:** How old is your child?

*Prospective Student:* She's eight.

**School:** What is your child's name please?

*Prospective Student:* Sally Jones.

**School:** My name is Karen, is this Mrs. Jones? (building rapport)

*Prospective Student:* Yes.

**School:** Is Sally involved in any type of organized sporting activity now?

*Prospective Student:* She did gymnastics for a while.

**School:** What would you like for Sally to get out of karate?

*Prospective Student:* She lacks self-confidence and her counselor at school said karate might help.

**School:** How did you hear about USA Karate? (She wants to know if the counselor specifically recommended our school.)

*Prospective Student:* She has a little friend that goes there also, Samantha Ross.

**School:** Of course, Samantha is one of hardest workers. Mrs. Jones, let me help you to understand how we are able to help the children develop their self-esteem here at USA Karate.

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notes:

In the first year of a student's training, the balance we emphasize is 90 percent mental and about 10 percent physical. That doesn't mean they are not going to be active; in fact they will be punching and kicking their little hearts out, but we primarily use those as techniques of motivation, not aggression. Kids love to kick and punch and we use that to maintain their interest level. However, our real agenda is to develop their concentration and focus. As that improves, the student will perform at a higher levels not only at karate, but at home and at school as well. When a student feels good about their performance they feel more confident in themselves, but it doesn't happen overnight. Also, as their coordination improves, they achieve a higher level of physical confidence.

If you have a pen and some paper, I'll give you some class information.  
(regain control)

*Prospective Student:* I have pen and paper, but I really need to know how much it will cost. (Second request for price info.)

**School:** All of our new students go through an introductory course. This is a week of classes and it includes a uniform for Sally to keep. This course is \$19.95 and it's designed to help you answer all the questions you may have about our school and Sally's interest level. What does your husband think about Sally learning karate?

(Appease second price request with introductory information and then regain control with comeback question that helps to set up request for both parents to attend intro.)

*Prospective Student:* He's all for it.

**School:** Fine. Now our next opening for the introductory course is tomorrow at 6p.m. or Wednesday at 7 p.m.. Which do you think would work better for you and your husband?

*Prospective Student:* I think we can make tomorrow night. How much will it be after the first week? (Third request for price information.)

**School:** The introductory course will tell us a lot about Sally's level of involvement with the school. We're very cautious with new students, especially Sally's age. The class works as a mutual evaluation. We'll evaluate Sally and make a recommendation for an entry-level trial program provided the instructor feels she is ready to start classes. This also gives you a chance to evaluate our instructors and school and also determine what Sally's interest level really is. Then we will work out an individual program. So we have a variety of programs offering tremendous flexibility depending on the arrangements you want to make.

It's also very important that your husband also be present at the introductory course. Will he be able to make the 6p.m. class?

*Prospective Student:* Why does he have to be there?

**School:** Our goal, and I'm sure your goal, is for Sally to have a very good experience at USA Karate in her training. We have found over the past 12 years of working with children that success in the school is best accomplished by total family involvement and support. In today's busy world sometimes that's tough, I know, but since the course is only two classes it's seldom a problem for both parents to be present during the class. Is that a workable time?

*Prospective Student:* Yes, he'll be there. But, can you give me a more specific price?

**School:** Of course. You'll find that in our area most schools are priced about the same and that's in the \$89 to \$99 a month range. Do you know where we're located?

## Notes

## Painting the Picture – An Exercise

It has been said that a picture is worth 1000 words, and that's the very spirit of painting the picture in your phone presentation. Of course, all you have is words on the phone, and using 1000 of them to tell someone about your school won't really serve your purpose. So the words you choose must be efficient, yet colorful and charged with meaning and emotion. They must also target the caller's individual needs and interests.

*The Way of the Phone* requires you to become a master of using the right words at the right time with the right people. For some people, doing this expertly might take a bit of practice. You've got to keep in mind that an information call shouldn't last for a long time, and that the ultimate purpose of the call is to have the caller enroll in your introductory course. With practice you'll be able to paint a beautiful Picasso-like picture of your introductory course in about 60-to-90 seconds.

### A) Painting the Picture

### B) Or, the Fears, Worries and Benefits Game

When someone talks to you over the telephone about your school, there are two levels of communication going on: The spoken communication and the unspoken communication. The caller asks, "How much do your lessons cost?" A straightforward question, right? Maybe. They might also be asking, or trying to determine –either consciously or subconsciously –whether you're an honest business person, whether you're a professional, whether there's a chance they'll get scammed or taken. A 45-year-old male calling you who asks, "What are your classes like?" might also be asking if he's going to be made to feel awkward in class, or he might be wondering about his chances of being injured or hit.

A master of *The Way of the Phone* knows all of the unspoken fears and questions that callers of any age might be thinking about and they address these fears in a subtle but up-front way. They've also mastered the ability to paint the picture, or speak eloquently about the benefits of the martial arts, the benefits of practicing at your school and most specifically, the benefits of your Introductory Course. One way to heighten your staff's abilities to address these issues is to practice the following exercise, aptly titled, "The Fears, Worries and Benefits Game."

In "The Fears, Worries and Benefits Game," you (the head instructor, school owner or group leader) call out a particular age group and/or a situation, and your staff responds –as quickly as they can –with key words and short phrases that describe what this person might be worried about or afraid of. For example, you might say, "Mother of an overweight 10-year-old with ADD." In which case your staff might respond, "Worried about her son's learning skills;" "Wants him to fit in and not feel awkward;" "Wonders if our staff is trained to deal with ADD children;" "Worried about son's weight problem;" "Worried about the upcoming teenage years;" "Doesn't want son to be bullied."

Then, your staff would go into the benefits game, spelling them out, again, with key words and short “power” phrases: “We specialize in building concentration skills;” “Affordable;” “Focus training;” “Double his ability to concentrate in just three lessons;” “Physical fitness;” “Self-defense;” “We’re experts at making kids fit in and feel comfortable;” “Exercise;” “Fun;” and so on.

Or if you called out, “Adult male, 45, accountant, hasn’t exercised in five years, 50 pounds overweight.” Your staff might first respond: “Doesn’t want to die in the first class;” “Wonders if he’ll have to train with kids;” “Fears the instructor will be 19 and a sadist;” “Worried he’ll look like a fat geek in class;” “Wonders if we’re skilled and experienced in getting overweight, middle-aged men back in shape.” And then in the benefits game part of the drill they might say: “Slow start;” “Much more effective than a health club;” “Personal trainer in every class;” “Lot’s of people your age;” “REALLY safe;” “We have a fellow who joined two months ago who’s already lost 20 pounds;” “Fun;” “Stretching;” Stress release;” “Diet counseling;” “We’ll get you in tip-top shape before you now what’s happened;” “Go at your own speed;” and so on.

In the end, the goal of *The Way of the Phone* is to leave the caller feeling that all their needs were addressed, that they’re in the hands of professionals and that the BEST way, the ONLY way to try the martial arts out –is to take your introductory course.

Notes

## Section 2: That Wonderful 20%

### Phone Challenges –or Dealing with That Wonderful 20%

The *Way of the Phone* is one where the word “problem” really means “Opportunity.” And a tough and hardened caller is seen as a test of your skills, a challenge of your mastery of the phone. The Way requires that you stay calm in confusion, centered when under attack. In most cases, eight out of every ten phone calls will go just as you’d hope they would. But then there’s “That Wonderful 20%.” Two out of every ten calls will be the ones you remember the best. They’re the ones that won’t let you off the hook. They’ll grill you about prices and styles and methods and philosophies. For the novice, these calls can be painful and confusing. For those practiced and skilled in *The Way of the Phone*, “the Wonderful 20%” of calls, the tough ones, are what make life worth living. This is the attitude of the “phone warrior,” and a key ingredient to *The Way of the Phone*.

### Should You Mention or Discuss Prices Over the Phone?

Yes, no, and well, it depends. It depends on the caller. It also depends on the experience of the person answering the phone. In most cases, the cost and pricing structure of your various courses should not be discussed over the phone. You want the potential student to judge whether your school is right for them based on the quality of your classes, not the price of your lessons. And anyway, in most cases, the prices for lessons between the schools in your community will only vary a dollar or two per class. We shouldn’t seek to “sell” our prices; we seek to sell the benefits of our school and the quality of our teachers and classes.

However, there are some cases where giving the monthly cost of your lessons is perfectly appropriate. In some instances it’s not OK to be evasive about your pricing. Avoiding someone’s direct questions about pricing can make you seem slick, slippery and manipulative. The caller may get frustrated and wonder what it is you’re trying to hide. Giving a mother of five children your average price per month (or per class) for her family may put her at ease knowing she can afford your tuition, or it may save her the embarrassment of bringing her children in for trial lessons and then realizing your prices are way beyond her budget.

If the person answering the phone is a master of painting the picture of the school’s benefits, then the cost of tuition isn’t as big a factor. But for the person shopping for a martial arts school the way they would for a set of tires for their car, then giving the prices without qualification is doing them a disservice. One should NOT shop for an instructor and school based on price, but instead on the quality of the instruction, the safety of the classroom and the messages and motivation being promoted within.

Generally speaking, you can follow a “Three-Strikes” process. If you’ve been asked twice about prices and diverted the conversation back to the price of the introductory lessons, on the third request you would give the caller your average monthly price. Whenever you give a price over the phone it should be followed with –something like –the following advice:



“Our average monthly tuition for lessons is \$90, but I’d like to recommend that before you enroll at our school or any school you’re interested in –and I do suggest you shop carefully, as the quality of schools and instructors can vary greatly from school-to-school –always try a school out by taking their introductory course –if they don’t offer one, don’t enroll! That would be like buying a car without test-driving it.”

If you’d like, because it sounds like your doing the smart thing and shopping around a bit, I can send you a guest pass to try our introductory course free of charge. That way, you can compare schools knowing what they’re really like –not just by what they say about themselves. What’s the best address to send a guest pass to?”

### **How to Figure Out What Your Information Phone Calls and Walk-ins Are Costing You**

When you know what each and every information call costs you in dollars, it can provide that little extra motivation you might need to treat the calls with the respect that they deserve. Let’s say that every time one of your staff members treated an information call with disregard, you ran over to them, pulled their wallet out of their pocket, grabbed two \$20 bills and tore them into shreds in front of their face. That would make a point, wouldn’t it? Only the reality is it wouldn’t be their \$40 dollars you’d be destroying, it’s your own.

In 1991, for every call or walk-in that came into my school, I had spent \$45 in advertising. That figure, called “Cost Per Call” (CPC), was reached by taking every single dollar spent monthly on advertising, from the cost of radio, TV, direct mail and so on, to the cost of our leased sign, flyers, business cards and every other form of direct or indirect advertising and dividing it by the number of monthly calls and walk-ins. Later, due to a stroke of luck and a successful local television show, I was able to reduce my cost per call to \$25. And even at that price, I couldn’t afford to treat my information calls and walk-ins with anything but 100% of the best service I could provide.

*The Way of the Phone* requires that you know you’re CPC, and in knowing you begin to understand the value and importance of each phone call and each walk-in. The last question of your phone presentation is: “And how did you hear about us?” This is your chance to find out and document exactly where your calls are coming from and where your advertising dollars are best spent.

### **How to Know if You’re Cost Per Call Is Good, or Bad.**

Knowing your CPC doesn’t mean much --until you have something to compare it to. Let’s say that you figure your CPC at \$45 (just to clarify, that’s \$45 per call). Is that good or bad? Well, if you’ve only figured in a month or two of advertising and calls, it might not be a very accurate number. Over the course of a year of advertising that CPC may, on the average, be much lower (or, Heaven forbid, higher).

One of the best ways to decide if your CPC is in line, is to compare it to other NAPMA clients across the country. If there’s a school somewhere in a town about the size of yours, and it’s getting 60 calls a month at a cost of \$10 per call, and



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notes:

you're getting 60 calls at \$45 per call, well, you'd want to know exactly what they was doing. If they can do it, there's a good chance that you can do it too. And keep in mind that a brand new school might allocate more money to advertising than would a long-established school. Also, a school might spend three-months of advertising dollars in a single month if there's some special reason to do so (A back-to-school promotion, or a holiday sale.) *The Way of the Phone* is to keep a calm mind when figuring all of the factors in your CPC figures. Knowledge is power, and knowing your exact CPC gives you the power to do something about it.

### To Follow the Script, or to Not Follow the Script. THAT Is the Question!

*Here it is in a nutshell:*

Start with a word-by-word script. Next, go to a guideline that gives a general overview of the script. And finally, have such a clear understanding of the phone call procedure that you're able to throw the script and the guideline out the window.

How long should that process take? No more than two weeks max. And if you're particularly sharp, it ought to take about a week. How does one move this fast? Training! When you begin to follow *The Way of the Phone*, you must practice the process diligently and continuously –until it becomes natural and free-flowing. You become the script. The phone call becomes organic. To master the phone you can't be stiff, plastic or inert. The phone call has to flow and shift. It's a dance, and you are in the lead. That is, of course, *The Way of the Phone*.

## Notes



## Phone Tips

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- Answer the phone within three rings.
- Speak slowly and clearly.
- Don't use Acronyms or Abbreviations for the school or any aspect of the enrollment process.
- The right person on the phone always outweighs the right script or words.
- Think of the phone being answered in three different scenarios: The Perfect World, The Not as Perfect World and the Worse Case Scenario.
- Gain control of the conversation by asking questions –and remember that you begin with the end in mind, you KNOW what you need to accomplish.
- Adjust your physiology when chatting on the phone. Smile, it makes a difference.
- Make sure you have a fabulous follow-up package to mail out. Save articles that spell out the benefits of the martial arts --and send them out with your info packets (Modern Maturity, Redbook, Men's Fitness, etc...)
- How do you know if your phone calls are good or "happening?" Check your stats every evening and find out what went right and what went wrong –then train and make adjustments.
- Needs and benefits –that's the mantra.
- Have to have young student—a teenager —on the phones in a pinch? Have them answer the phone as student volunteers do at the local high school: "Hello, this is "XYZ Martial Arts," student speaking, may I help you?"
- A student can take messages and defer info calls to someone else, who'll return their call on the hour (when class is over –or what have you).
- Have a new staff member on the phones who doesn't now how the prices work or can't answer a particularly tough question from a caller ("What's your style?")? Have them say: "You know, that's a REALLY GOOD QUESTION. But I'm so new here that it's not one I can answer. But what I can do is have Kathy, our new student coach call you back when she's finished with her lesson. What's the best number to reach you at?"
- What's the difference between your style and this other style? To be honest, the REAL difference between one style and another isn't in the style itself (there's only so many ways to kick, punch and throw), but in the experience and knowledge of the teaching staff. One professor can make a history class so boring you want to scream, while another can make history come alive and inspire you.



## Section 2 • The Way of the Phone

notes:

- The best advice is not to shop “style” so much and look to the teachers in a school. How many years have they been teaching? Are they still good athletes? Is the school busy (a good sign)? Have they graduated a lot of black belts (another good sign)? Are they safety conscious –courteous –respectful?
- If you’d like, because it sounds like your doing the smart thing and shopping around a bit, I can send you a guest pass to try our introductory course free of charge. That way, you can compare schools knowing what they’re really like --- not just by what they say about themselves. What’s the best address to send a guest pass to?”
- Do I have to spar, or fight? Good question! That’s where many people get turned off about the idea of studying the martial arts –because no one wants to be hurt or injured. We don’t require our students to do any sparring –until they think they’re ready –and even then, we start people so carefully and so slowly that we remove the risks that keep people from enjoying the process. Don’t worry; you won’t be sparring until you’re begging us to give it a try.

### Notes



## the way of the phone<sup>®</sup> Mini Test

### Questions

The Four Parts of the Phone Call are:

- 1)
- 2)
- 3)
- 4)

Number the following four transition questions/statements in their proper order of delivery:

\_\_\_\_\_ “Did you want to start this week, or next week?”

\_\_\_\_\_ “Are you calling for yourself, or someone else?”

\_\_\_\_\_ “Ok, let me get your name, address and telephone number.”

\_\_\_\_\_ “Great! Let me tell you the best way to get started.”

### True or False Money Questions

True or False: When someone asks you about the cost of the lessons, you should avoid answering them at all costs.

T    F

True or False: When someone asks for the price of lessons, you should give them your price range, then refer back to the benefits of your classes and the importance to “test drive the car” before deciding to buy.

T    F

True or False: The ultimate purpose of the information call, from the school’s perspective, is to pre-qualify the potential student’s ability to afford lessons.

T    F



## Section 2 • The Way of the Phone

notes:

How does one determine whether they are “successful” with answering the phones?

The final question of a phone call should be (check one):

\_\_\_ “Are you single?”

\_\_\_ “Would you, by any chance, be looking for a job?”

\_\_\_ “Have I been wooden enough in my approach, and have I adequately insulted your intelligence?”

\_\_\_ “By the way, how did you hear about us?”





# notes:

Large empty rectangular area for taking notes.



# My school has brought in more than a million dollars because of NAPMA's supplements.

NAPMA has had a very positive influence on my school. In particular, it has helped both our children's and Cardio-Kickboxing programs to grow tremendously. I also received audio and video resources that sharpened my staff's management and Martial Arts skills. I would say that my school has brought in more than a million dollars because of NAPMA's supplements. I think all of this happened because NAPMA has provided my school with the advantages I need to be a successful and professional martial artist.

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**Sam Ahn**

Rockford Academy of Tae Kwon Do



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