

ADULT - new lead or Inquiry Call In Script:

Your calling them ...

Is this _____? Hi, this is _____ from Victory Martial Arts Academy. IS now a good time to chat for a few?

(They will probably ask, "how much does it cost", or "Can you tell me about the program")

Great, Did yo hear about us through one of our students ?

Are you Looking for Training for you or someone else?

May I ask you what your goals for TRAINING are and what you're looking to accomplish?

"Peel the onion" until you find their hot button by asking questions like

ü Have you ever trained Martial Arts before?

ü "why is that important to you..?"

ü "How would that make you feel...?"

ü "Why have you decided to do this now vs 6 months form now...?"

I totally understand and I can absolutely help you achieve (INSERT THEIR GOAL).

Let's go ahead and set up your Free Trial Class... This will give you a chance to meet the instructor, see the Academy and we will go into the details of how the program works.

We are located in _____ we have openings this week and next week which is better for you?

OK – We have a 6pm opening on _____ or _____ which is better for you?

What's the best email address to send a conformation and directions to?

May I please have a cell number in case I need to contact you?

Do you have any injuries or limitations that we should be aware of?

Excellent, I have you scheduled for (Date and Time at location)

I'm going to send you a confirmation email providing you w/our address and specific directions.

Oh, by the way, you're welcome to bring a friend with you on (day) we find that when people learn with friends, family members or co workers they have more fun!

Do You have a friend, family member or neighbor that you may want to invite?

Do you have any other questions?

Great THIER NAME thank you for calling and I look forward to meeting you and helping you to achieve (INSERT THEIR GOAL)

If client asks again how much it costs say this:

*Our most popular program is about \$____ a month, if after your OFFER GOES HERE you feel that this is exactly what you were looking for, **will that fit into your budget???***

We have a wide variety of programs for a wide range of budgets. Do you have any other questions?

Well – it was GREAT getting to know you today and I am confident we can help you reach the goals that we talked about.

Thank you for your interest and we will see you on_____.

If they say they cant afford it...

We have a few introductory promos that I'll go over with you on (DAY), I'm sure one of them will fit into your budget.

Well – it was GREAT getting to know you today and I am confident we can help you reach the goals that we talked about.

Thank you for your interest and we will see you on_____.

ADULT NEW LEAD INCOMING CALL

When a prospect calls, with a ton of “energy” say:

***Having a Great day at _____ I can help you,
My name is _____ who am I speaking with
(They will probably ask, “how much does it cost”, or “Can you tell me about the
program”)***

Great, Did yo hear about us through one of our students ?

Are you Looking for Training for you or someone else?

***May I ask you what your goals for TRAINING are and what you’re looking to
accomplish?***

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90 days to Increased Profits & Systems Effectiveness.

“Peel the onion” until you find their hot button by asking questions like

ü Have you ever trained Martial Arts before?

ü “why is that important to you..?”

ü “How would that make you feel...?”

ü “Why have you decided to do this now vs 6 months form now...?”

I totally understand and I can absolutely help you achieve (INSERT THEIR GOAL).

***Let’s go ahead and set up your OFFER GOES HERE It will give you a chance to meet
the instructor, see the Academy and we will go into the details of how the
program works.***

We are located in FOREST PARK (1401 Circle ave) We have openings this week and next week which is better for you?

OK – We have a 6pm opening on _____ or _____ which is better for you?

What's the best email address to send a conformation and directions to?

And what would be the best number to reach you at.

Do you have any injuries or limitations that we should be aware of?

Excellent, I have you scheduled for (Date and Time at location)

I'm going to send you a confirmation email providing you w/our address and specific directions.

Oh, by the way, you're welcome to bring a friend with you on (day) we find that when people learn with friends, family members or co workers they have more fun!

Do You have a friend, family member or neighbor that you may want to invite?

Do you have any other questions?

Great _____ thank you for calling and I look forward to meeting you and helping you to achieve (INSERT THEIR GOAL)

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If client asks again how much it costs say this:

*Our most popular program is about \$____ a month, if after your OFFER GOES HERE you feel that this is exactly what you were looking for, **will that fit into your budget???***

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Well – it was GREAT getting to know you today and I am confident we can help you reach the goals that we talked about.

Thank you for your interest and we will see you on_____.

Do you have any other questions?

Great name thank you for calling and I look forward to meeting you and helping you to achieve (INSERT THEIR GOAL

KIDS NEW LEAD Script

Incoming Script:

Having a Great day at _____ I can help you,

My name is _____ who am I speaking with

Are You inquiring for you someone else?

Did you hear about us from one of our students?

Then Flow into Rest Of Script

Outgoing Script:

Is this _____? Hi, this is _____ from Victory Martial Arts Academy. IS now a good time to chat for a few?

Then flow into....

Are You inquiring for you someone else?

Did you hear about us from one of our students?

(They will probably ask, “how much does it cost”, or “Can you tell me about the program”)

What is Your Childs Name _____? How old ? _____

“Peel the onion” until you find their hot button by asking questions like

ü Have they ever trained Martial Arts before?

ü “Great! What would you like them to get out of the experience...More Self Control, Confidence, or the ability to protect themselves...or a little of everything?”

ü “Why is that important to you?”

ü “Why have you decided to do this now vs 6 months from now...?”

I totally understand and I can absolutely help your child achieve (INSERT THEIR GOAL).

Most parents know that Kids LOVE martial arts, but sometimes what they don’t realize is that it is really good for them.

I am confident we can help you with your goals.for your child or children

Let’s go ahead and set up your Free Trial Class... This will give you a chance to meet the instructor, see the Academy and we will go into the details of how the program works.

We are located in _____ We have openings this week and next week which is better for you?

OK – We have a __pm opening on _____ or _____ which is better for you?

What’s the best email address to send a conformation and directions to?

And what would be the best number to reach you at.

Does your Child have any injuries or limitations that we should be aware of?

Excellent, I have you scheduled for (Date and Time at location)

Oh, by the way, you're welcome to bring a friend with you on (day) we find that when people learn with friends, family members or co workers they have more fun!

Do You have a friend, family member or neighbor that you may want to invite?

Do you have any other questions?

Great name thank you for calling and I look forward to meeting you and helping you to achieve (INSERT THEIR GOAL)

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Lead “attempt to reach you “call

Live Answer

Is this _____? Hi, this is _____ from Victory Martial Arts Academy. IS now a good time to chat for a few?

(They will probably ask, “how much does it cost”, or “Can you tell me about the program”)

Great, Did yo hear about us through one of our students ?

Are you Looking for Training for you or someone else?

May I ask you what your goals for TRAINING are and what you’re looking to accomplish?

90 days to Increased Profits & Systems Effectiveness.
Flow Into Appropriate script

Answering Machine:

Hi there FIRSTNAME, Hope your having a great day, this is _____, your name came across my desk with a message that you were interested in our Academy.

I would like to speak to you about your goals and see if we can help you.

I am available (DAYS OF THE WEEK) at TIMES TO CALL BACK) if you would like to call me, if for some reason it goes to voice mail please leave your name and best

number and time to reach you and I will get in touch asap. My number is
_____.

Look forward talking to you_ FIRSTNAME soon,

Thank you.

