



SCRIPTS: The Info Call

Priorities: ❶ Collect Contact Info ❷ Schedule the Intro ❸ Collect Payment ❹ Bring a Buddy

BASIC SCRIPT

Staff: "[STUDIO], this is..."

Prospect: "I'd like some information about CLASSES" / "How much are CLASSES?"

Staff: "Great! Are you looking for classes for yourself or someone else?"

Prospect: "I'd like to get my daughter into dance...."

"For myself; I'd like to do some ballet...."

"I used to do CLASS years ago..."

Staff: **Important follow up questions to find out more...**

How old is your daughter/son?

Has he/she done any dance before? How much?

Do you have any previous dance experience? How much?

Is there a style of dance that you're interested in? (for adults)

Staff: **Explain the Intro Offer:** "Well, we're currently offering new students a great introductory program in Dance. It's \$39.99 and includes a one-time 30-minute intro lesson, two weeks of group dance classes and a pair of ballet slippers. All we need to do to get you started is get that intro lesson scheduled. We usually do intro lessons on Saturday afternoons. I could get you in this Saturday or on the 25th – what would work best for you?"

Staff: **Schedule the class:** Get contact info including name, parent name, birth date, phone number, email, mailing address, other important notes.

Staff: **Ask for payment:** "Great, the cost of the intro program is just \$39.99, I can take a payment for that over the phone with a credit card."

Staff: **Invite a Friend/Family member:** "A lot of times new students are more comfortable coming into the studio with a friend or a family member, does NAME have a friend who would like to try dance? He or she could do the intro program with NAME for no additional charge"

Staff: **Restate the appointment:** “Ok, we have NAME scheduled for DATE/TIME. Do you know where we’re located?”

Some Notes:

Be cheerful - Smile while you are talking on the phone – it comes through in your voice. Keep in mind that this call is often a prospect’s first interaction with the studio and first impressions are important.

Be confident and knowledgeable - Make sure you know your class schedule, available classes, and can knowledgeably recommend the best program for prospects. They will respond to your confidence and enthusiasm when making recommendations.

Assume the sale – Talk to the prospect as if they’ve already decided to do an intro program, you’re just helping them work out the details.

Upfront payment – We try to get an upfront payment to make sure that the prospect attends the intro class, not because it is required.

Contact info – Even if the prospect doesn’t schedule an intro, try to get contact information by offering to call them back later with more info (phone), offering to email a class schedule (email), offering to mail a brochure and more information (mail.) Even if you must *create/invent* something to send to them, do it, because contact information is gold! Just because a prospect can’t come to class at this time or can’t afford class right now, doesn’t mean that either situation won’t change in the future. Generating leads expands the pool of prospects that will later participate in open houses and may respond to other special offers in the future.

Priorities – Note that in the standard flow of a call the “priorities” are not necessarily approached in order. Make sure you understand the “whys” behind each priority and its relative level of importance.

Phone Scripts – Phone scripts are a guideline. They are not meant to be followed verbatim. Make sure you understand the “whys” behind how and why they are written and then let them be filtered through your unique style and personality. Put the script in your own words and use your unique voice.