



SCRIPTS: Price Avoidance

Understand the strategy – Most prospects don't know how else to judge a program except by price. We do want our pricing, and the quality of our programs, to be higher than our competition and want to avoid having prospects judge the program on price alone before they have an opportunity to participate in an intro program and group class.

BASIC SCRIPT:

#1 – IGNORE

Prospect: "Hi, how much do your dance classes cost?"

Staff: "Great! Are you looking for classes for yourself or someone else?" ...*and then proceed through the standard info call.*

#2 – OFFER or RESTATE THE INTRO PROGRAM

Prospect: "Well, that's good, but how much do classes cost?"

Staff: "The Intro program is just \$29.99 and that includes the intro lesson, dance shoes and two weeks of group classes. There is no other obligation."

#3 – DELAY

Prospect: "Ok, but after the intro program how much do classes cost?"

Staff: "After you come for your first group class, we'd like to take a few minutes to show you all the different tuition payment options. Tuition rates will vary depending on the kind of program you sign up for. Could you plan on staying for five or ten minutes after that first class so we can go over different tuition rates?"

#4 – OFFER A RANGE

Prospect: "Sure, we can do that, but I really need to know how much classes are going to cost before we even consider getting started"

Staff: "Of course, I understand. Most students in this program will pay a monthly tuition rate of anywhere from \$119 to \$139 a month. Can we go ahead and get you scheduled for an intro lesson?"

Usually the prospect is satisfied after the first or second strategy, but a prospect who inquires about price many times is obviously concerned about price and we should give them a range of prices to expect. Keep in mind the strategy doesn't exist to "hide" our rates from anyone. They'll have to know and agree to rates before they enroll. However, the likelihood of getting a price-sensitive prospect in the

door to try a class and see all the benefits our program has to offer is much greater if we don't discuss rates over the phone.

Some Notes:

We are not “hiding” prices - Using price avoidance techniques is not about “hiding” our tuition rates – of course we will have to discuss tuition rates before they can register for classes! This technique is about keeping the conversation focused on the benefits of and the high value we offer our students.

Help the Prospect Understand the Value – Many prospects may not know just how valuable our program is going to be for them or their child. We want the opportunity to get the potential student in the door, into a trial program so they can see for themselves the huge benefits they will get (physical, emotional, social, etc.) and be more willing to pay a higher tuition rate for what we have to offer.

Price Sensitive Prospects – Some prospects are legitimately price sensitive and we shouldn't criticize them for being so. Families on a tight budget may not want to put the child through an intro program only to find out that there is no way they can afford ongoing classes. The key is to differentiate between the prospect who really would be giving you their last dollar to sign up for classes and the prospect who doesn't think what you have to offer is worth the tuition rates you are asking for. A prospect who doesn't think we are “worth” the tuition rates we are asking either needs more education about the value of our programs or is not a good fit for our studio.

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.