

## New Lead Filled Form But Did Not Auto Book:

**The focus of this call is one thing: Connection. Laughing is encouraged! You want to make a connection with your lead so they are invested in coming in.**

Shoot 360 Basketball, how are you today?

Great! I'm calling you because you applied for our free basketball official visit through one of our ads and we reviewed your application and would love to invite you to that session. Just wanted to go over it very quickly if that's ok with you?

Perfect! So what we do here is we offer in-gym basketball training to help your child to improve their basketball goals and gain confidence with a high level basketball coach. This program is designed for athletes who want to hit their goals and I just want to know, what are you looking to accomplish in terms of your goals for your child?

Their goal should only be in what you specialize in. If not, the call ends here. You can let the prospect know that this is not what you specialize in and that you would not be able to assist them. They will appreciate your honesty and potentially refer you to a friend who's goals align with your services.

Ok perfect, that's exactly what we specialize in. What is your child's name and age?

What would you say is the number one thing stopping them from accomplishing that goal at the moment.

On a scale of 1 to 10, 1 being the lowest and 10 being the highest, how motivated are you to help "child's name" accomplish your goal.

It should be either 8, 9 or 10. If not, the call ends here. Tell the prospect that this might not be the right time to start because we only work with those that are highly motivated to make a change.

Are you ready to invest in the right program and solution that will guarantee you that they get result?

They should say "YES". If they say "no". The call ends here and you can give the prospect the estimated price of the program. Our program ranges from about \$3-\$6 a day.

Excellent! So I would love to help "child's name" get started on their basketball journey! The first step is something we have created called the official visit, just like a college official visit to check out the university.

So just for showing up to your session, you will be receiving a FREE workout & training plan - all related to your goals.

So the official visit will last about 50 minutes with one of our coaches. We're

going to do an in depth consultation with you so that we can see where you're starting from and focus on the areas of their game that you want them to improve on. After that, we'll get some real practice on the same technology 26 of the 30 NBA teams use. At the end of that, we'll put together a program and create a plan of action for "child's name" that will make sure you accomplish those basketball goals guaranteed. How does that sound?

Ok great!

So, like I said, your session will last about 50 minutes. Have them dress in gym clothes, and lace up those basketball shoes. How does "choose a day + time" sound? Can you make the commitment for "child's name" by showing up?

Ok great! Sounds good. We're going to send you a few text messages and email reminders with details about the official visit between now and then to do our part to help you keep that commitment. Is this your cell phone number? And is this your email?

Make sure you book the client on either the same day, next day or the day after the latest. People will lose motivation if the meeting is past 2 days. Put pressure on them to book the same day, next day or the day after because your program has limited space. Make it seem like your service is in high demand. If They are truly serious they will make it happen within 1 to 2 days. The only situation in which someone gets booked past the 2 day Mark is if they are traveling within 2 days or are currently away on vacation. The same can be said for medical or family issues/emergencies.

Great! We look forward to chatting with you and assisting "child's name" along their basketball journey.

Have a great day! Bye!

Enter the appointment date, time and move to the confirmed appointment column in Go High Level.

Update notes section in Go High Level.

Price objection 1: "how much does it cost?"

Each program is customized based on the individual goals and workload involved.

We'll go over all the options at the end of the session where we will have more time to dive deeper into your goals and all the different ways you can get there. Generally the options range from about \$3-\$6 a day

Sounds fair?

Price objection 2: "i really need to know the price"

It's hard to say because it is customized but Generally the options range from about \$3-\$6 a day  
Is that within your range?

You don't want to waste your time.

If Prospect Can Not Meet Within 2 Day Window, Follow This Pitch:

After explaining the official visit and looking for a time slot.

Now in all honesty, most people do not show if the appointment is passed 48 hours from the initial call. We are fully booked for the next 2 weeks. I'm looking at the schedule here....yikes

``Pretend to look booked as you glance through the schedule with a concerned tone in your voice as you place them in the time slot they are requesting or close to" Ok so what i'll do is move one of my personal training clients at "NAME TIME". Does that work?

Excellent, now we don't do reschedules because we are simply too booked up. Can you make the commitment for yourself and "child's name" by showing up?

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Great! We look forward to chatting with you and assisting "child's name" along thier fitness journey.

Have a great day! Bye!

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## **ew Lead Auto Booked Appointment Confirmation:**

Hi, I'm looking to speak with "Lead First Name".

Great, My name is "Your First Name" from "Shoot 360 Basketball". I'm calling because you booked an appointment using our calendar for your free official visit. Just confirming our appointment, We have you scheduled for "Appointment Date & Time", is that correct.

Great! Now that I have you on the phone, Just wanted to go over the details very quickly if that's ok with you?

Perfect! So what we do here is we offer in-gym basketball training to help your child to improve their basketball goals and gain confidence with a high level basketball coach. This program is designed for athletes who want to hit their goals and I just want to know, what are you looking to accomplish in terms of your goals for your child?

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