

Information Call Flow



Go2Karate, how may I help you?... Great, my name is _____. Who am I speaking with? caller_____

Is this for you or someone else?

me — Great! How old are you? That's a terrific age to start.

someone else — Who? What's his/her name? How old is he/she? That's a terrific age to start. name(s) _____
age(s) _____

Now we only accept new students on a referral basis. Did someone recommend the academy to you, or do you know anyone who trains at one of our academies, so he or she can be your personal sponsor?

yes — May I ask the student's name?

no — Then how did you hear about our academy?...Because you weren't referred by one of our students, the only alternative is for one of our instructors to personally be your sponsor. referred by _____

Have you taken martial arts before?

yes — What style? Where? How long? Did you earn a belt rank? Congratulations.

notes _____

no — How long have you been thinking about it?

If you don't mind my asking, what specifically do you want to accomplish with a martial arts program?...That's great. A lot of our students enrolled for the same reason.

referred — Because we are a referral-based academy, we offer all our new members a free 30 day trial program so they can find out about our academy and see what we have to offer. How does that sound?

not referred — In order for one of our instructors to be your sponsor, we'd like to meet with you and give you a free lesson. This way we can get to know you (and your family), and you can see exactly what we have to offer. How does that sound?... Now, just so you are aware, because we are a referral-based academy, if everything goes well, and after the lesson you think you would like to continue, we do offer all our new members a free 30 day trial program, okay?

(Offer lesson times.) I have an opening today at ____ or _____. Which is better for you?

_____, what is your last name?...phone number (cell is best)?...And home? work? appt. _____
_____, do you know how to get to the academy? (Give directions.)

When you get to the academy, I'll make sure we meet. Again, my name is _____. The lesson will take about 45 minutes, so plan accordingly... You are welcome to bring a friend. Who would you like to bring? phone(s) _____

reluctant — You see, _____, sometimes a new student may feel a bit awkward or nervous. Some of our best students felt that way when they first got started. And you know what we found? If a new student brings a friend, they have a lot of fun together, and this takes away the anxiety. Who would you like to bring to your first lesson?

Terrific. May I have your friend's name and telephone number, so I can call him/her and give him/her all the information? friend _____
phone _____

Last thing... Your address so I can send an info packet? Thanks! Email address? (If possible text Contact Card now, modify below) Excellent! I am also going to text you our Contact Card. Make sure when you get it, click on it and add it to your contacts so you'll have all our information, OK? address _____
city _____ state _____ zip _____
email _____ @ _____

If for some reason you cannot make the appointment, please call because we work by appointment only, okay? I look forward to seeing you on ____ at _____. Thank you for calling KarateBuilt Martial Arts.

- Text Contact Card (with message) Enter info in computer, Infusion Send mail if > 3 days
 Print SIS ScheduleOnce Prepare for appt.

Non-committal objection

"Listen, I can appreciate [reason]. And what I would like to suggest is that we go ahead and pencil in a tentative time, then you get back with me.

"The reason I say this is because your first lesson is by appointment only, and our schedule gets pretty booked up."

"This way, if the time works, I will have already blocked off time for your lesson. The next times I have are ____ or _____. Which is better for you?"

Price objection (1st - Ignore and continue)

"It depends" and continue

"It depends on which program we get you started on" and continue

"____, we have a variety of different courses for people with different budgets, and our tuition prices are both reasonable and competitive. Let's go ahead and set up your first free lesson, and then I can sit down with you and give you all the course information..."

or

"If all you're worried about is the price, our least expensive course we have is only one hundred dollars a month. However, let's go ahead and set up your first free lesson..."

Confirmation: day before (ALSO Text and Email)

"Hi, is ____ there?"

"____, this is _____. How are you tonight?"

"____, I'm calling you to confirm your lesson with us tomorrow night at KarateBuilt Martial Arts and Karate for Kids, and I want to go over a few things with you."

"First, do you have directions to the school?"

"[Next, does your friend ____, who will be joining you, know how to get here? If you'd like, I could give him/her a call. What is ____'s number?]"

"When you arrive to the school, I'll make sure we meet. I'll bring you on a tour of the school, and then take you through your first lesson, so you'll know exactly what the school has to offer."

"Did you let ____'s dad/mom know about the time as well?" (discuss if there are any issues, don't reschedule 1st lesson)

"____, if for any reason you are unable to make your first lesson, please give me a call, because we teach first lessons by appointment only."

"Did you get to add our contact card to your phone?" (if not help them through it or resend)

"I look forward to seeing you, ____ and ____'s dad/mom on ____ at _____. Have a great day!"

Confirmation: day of (ALSO Text and Email)

"Hi, is ____ there?"

"Hello again, this is ____ from Go2Karate. I thought I would call to let you know we are on schedule for your first lesson tonight at ____ with you, ____ and ____'s dad/mom."

"If you would like, you are welcome to come a little earlier so you can check out the school before we get started."

"And please remember to wear loose-fitting clothes for your first black belt lesson. It's going to be fun! I'll see you tonight.

Thank you."

Missed appointment: 15 minutes after (ALSO Text and Email)

"Hi, is ____ there?"

"____, this is ____ from Go2Karate. How are you tonight? Is everything okay?"

"I'm glad I caught you. I was looking forward to our first lesson together at [time]."

"____, this happens a lot at this time of year. However, you're in luck. I have two openings this evening/tomorrow, one at ____ and one at _____. Which is better for you?" [Refer to the non-committal script if necessary.]

"____, do you have directions to the school?"

"I look forward to seeing you at _____. Drive safely, good afternoon/night."

Missed appointment: day after (ALSO Text and Email)

"Hi, is ____ there?"

"____, this is ____ from Go2Karate. How are you today?"

"I was reviewing my schedule from last night, and I see we missed your first black belt lesson."

"____, this happens a lot at this time of year. However, you're in luck. I have two openings this evening/tomorrow, one at ____ and one at _____. Which is better for you?" [Refer to the non-committal script if necessary.]

"____, do you have directions to the school?"

"I look forward to seeing you at _____. Drive safely, good afternoon/night."

Contact Card Text (all text lines < 120 characters)

"Hi! This is _____first and last name from Go2Karate! Great speaking with you just now! This is my Contact Card"

Attach Contact Card "Click on it and then add it to your contact list so you have all our info :) See you ____day at ____time!"

