

NOMAD BUSINESS COACHING

Phone Call Scripts

Newbie Phone Call #1 – Preferably done within 48 hrs of their 1st visit, within the first week for sure. Mostly usable for students who have purchased the intro pass, but could include all first timers.

Purpose of this call:

- This is NOT a sales call
- Check in on the student after their 1st class
- Offer great customer service
- Indicate to the student that the studio cares about and values them
- Make sure they are feeling excited about their new practice and your studio
- Reassure them they are in the right place to get the benefits they are looking for
- Convince them to come back right away and practice again
- Offer helpful tips for beginners eg. Tips on hydration and breathing, recommend a goal for the number of classes to take during their intro
- To educate them on anything they need to know eg. Your app, upcoming events, future contact from the studio

Keep it positive (try not to say anything scary about the heat or pain), but you may need to address any hardships they experienced during their class.

Goal of the Call:

Get them to want to come back for more classes. If possible sign them up for their next class.

Before the Call:

- Open the client's profile in Mindbody
- Check their visits
- Check their purchases
- Check any medical conditions / injuries
- Check their contact log
- Get your phone scripts out
- Make sure you're in a quiet place
- Take a deep breath and relax
- Make the call

Example:

1. INTRODUCTION/CHECK IN:

Hello is this <client's name>?

Hi <client's name>, this is <your name> from <the studio name>, I'm one of the <your position at the studio> here.

I'm just calling to check in on you after your first class (or note the number of the classes they've done), how are you feeling after your class(es)?

(**Listen** to their response. Support them and their efforts. If necessary reassure them they'll be fine with the practice / the heat).

(Ask about any injuries they have recorded. Offer specific recommendations for how to approach the practice with an injury like theirs if necessary. Reinforce the healing benefits of the yoga.)

2. EDUCATE/ SELL BENEFITS:

Okay <clients name>, we have a few recommendations for our new students to help them succeed:

First be sure to come to class hydrated. This means drinking lots of water throughout the day before you arrive. 3-4 liters a day is a good starting goal.

Be sure to eat healthy foods to help your practice but try not to eat the 2 hours before class, a full stomach doesn't feel great when you're bending.

And we highly recommend setting the goal of at least 10 classes in your first month of practice, that way you'll have a more thorough understanding of how effective our yoga is!

3. CLOSE:

When do you think you'll be in for class next? I can preregister you for you next class now. (Mention your app here if you have one).

Thanks so much for the chat, we're super excited to have you in our studio.

Do you have any other questions I can answer for you?

(If you plan to phone them again or send special emails, let them know.)

Have a great day!

After the call thoroughly record the results in the client's contact log for future reference. Schedule a follow up in the contact log if necessary.

Newbie Phone Call #2 – Should be done in the last week of their intro pass, but also give sufficient time for the student to take class again or think about their yoga pass options after the call.

Purpose of this call:

- This IS a sales call (you're selling the benefits of the yoga and studio), but it's also a "catch call" for students who have not taken advantage of their intro pass -- eg. less than 3 classes
- See how they've enjoyed their first classes
- Point out the progress they've made
- Sell them the benefits of a regular practice
- Educate them on your pass options
- Offer great customer service
- Create a clearly positive view of your studio

Although selling a yoga pass is great, this call should also serve the purpose of securing a positive view of your studio by demonstrating a commitment and willingness to work with your students to help them succeed.

Goal of the Call:

To sell them onto your membership program – autopay or annual – and to be sure they keep practicing!

Before the Call:

- Open the client's profile in Mindbody
- Check their visits
- Check their purchases
- Check any medical conditions / injuries
- Check their contact log
- Get your phone script out
- Make sure you're in a quiet place
- Take a deep breath and relax
- Make the call

Based on their contact logs, visits, and purchases, pre-determine what the specific goal of this call will be. Eg. If they practiced 4 times or less but continued to come throughout their intro, talk to them about class passes and why it's important to keep practicing over the longer term. If they practiced 6 times or more, sell them the annual or autopay. If they only came in 2 times or less, you should be prepared to pivot the focus of your call from sales to a "feel good" call. In this case you may even want to be able to offer them an extension on their intro pass, or allow them to purchase the intro a second time right away, that way they can get more classes in. *However, never underestimate the potential of a sale to a student even if they've only come in a couple of times.

Example:

1. INTRODUCTION/CHECK IN:

Hello is this <client's name>?

Hi <client's name>, this is <your name> from <the studio name>, I'm one of the <your position at the studio> here.

I'm just calling you because you're coming to the end of your intro pass at the studio and we wanted to check in to see how you've enjoyed your classes? I see you've made it to <the number of classes they've done>. How are you feeling?

(Listen to their answer carefully – consider what that may actually be saying, not just the words coming out of their mouth!)

(Reassure them that they're doing something awesome for themselves, support their efforts so far, try to dispel any concerns they have)

2. EDUCATE/ SELL BENEFITS:

Great <client name>, I see here that you've haven't decided on your next pass yet, has anyone explained our passes to you?

<Client name> what do you want to get out of your yoga practice?

(Reassure them they're in the right place – SELL BENEFITS! – convince them that they cannot live without their yoga!)

Based on what you're saying we recommend that you maintain a 2-3 day a week practice, that way you'll stay acclimated to the room and see progression very quickly. You do get some incredible introductory deals only while you're on your intro pass:

-The best option is our ANNUAL pass, which comes with the some added perks such as <list annual perks>

-On the other hand what most people do is our AUTOPAY membership. With that pass you get <list perks>.

(Let them respond, listen carefully).

Your new pass won't start until after your intro is done, but keep in mind that these special pricing options are only available while you're on your intro pass.

*****Note: if they have not come in that often during their intro you may need to focus more on consistency over time as opposed to number of classes per week.**

Do you think you can make it to class 6 times per month? If yes: AUTOPAY.

If no: 10 PACK.

Okay, the first major key to success is consistency over time, this yoga works based on an accumulation of effects, every class you take you're building on your previous classes. Even if you can only make it in a few times a month you're always improving your current condition. In your case I would recommend our 10 class pass, which will give you a great rate but lots of flexibility with your practice. Being that you're on your intro I can even offer you a special discount....)

****In the case that they have not really practiced at all during their intro – 2 times or less, sell punch card or offer to extend the Intro.**

I see you've only been able to make it in for class a couple of times, how are you feeling about your practice?... Are you planning to continue your practice?... We do have class passes that are very flexible for students like your self who can only make it in limited times per month....

(If they say that "something" came up): Okay would it help if I extended your intro pass for another week? This way you can get a few more classes under your belt and truly experience the amazing benefits you can get from this yoga.

3. CLOSE THE SALE:

Why don't we set you up with your pass right now so you can focus on your yoga practice?

(ring them through Mindbody)

Great <client name>, we're super excited to have you practicing with us at the studio, be sure to grab your key fob at the desk next time you're in.

Have a great day!

At the end of the call record the outcome and any important details into their contact log. If necessary, schedule a follow up for yourself or an owner.

Reports Used for Phone Calls:

New student / intro phone call #1

*If you plan to phone every new student:

First visit report

Reports > clients > visits and retention > first visit > select appropriate dates > select appropriate service category > Generate!

*If you plan to phone every student who has purchased your intro pass:

Sales by service report

Reports > sales > general sales > sales by service > select appropriate dates > select appropriate service category > Go!

*If you want to select only the new students to the studio who have also purchased the intro pass:

Step 1 - Pull first visit report as above > tag new

Step 2 - Pull sales by service report as above > select tagged clients only > Go!

Note: If the list of students to call is large it may be easier to export the list of students to an excel form for your reference while calling.

Intro call #2

It is preferable to use the Mindbody follow up system in the student's contact logs to prompt this call. This requires that after a first call someone schedules this follow up date and assigns it to a staff member.

A report can be used to find these clients as well:

Step 1 – Pull the first visit report as above > change dates to 3 weeks ago > tag new

Step 2 – Pull the sales by service report as above > select tagged clients only > Go!