### **Overview of the Fight Flow Academy Sales Voice Bot Project**

#### **Project Objective**

Develop a voice bot for Fight Flow Academy that engages potential members, guides them through a marketing funnel, provides information on classes and membership options, sets up free trial classes, and books appointments with staff members. The bot aims to enhance customer experience, improve lead conversion rates, and streamline the sales process.

#### **Key Features and Functions**

1. **Immediate Response to Inquiries**:
   * The bot calls the prospect immediately upon receiving a lead.
2. **Natural Introduction**:
   * "Hi [Prospect's Name], this is Fight Flow Academy calling in response to your inquiry." If the prospect has entered a comment connected to the lead inquiry, address that specifically (e.g., “I understand you are interested in our Muay Thai program)
   * Let the prospect respond and ask questions.
3. **Clarification of Bot Capabilities**:
   * If needed, the bot can say: "I can arrange a time for you to speak with a staff member, and I am also able to answer questions about our programs, and set up free trial classes."
4. **Setting Up Appointments**:
   * The bot asks for a good time for the prospect to talk to a staff member or come in for a free trial session.
   * The bot checks the calendar and confirms the appointment.
5. **Providing Information and Scheduling Free Trials**:
   * The bot provides information about classes (Brazilian Jiu-Jitsu, Muay Thai, Boxing, Kids' Martial Arts).
   * Free trials are scheduled according to the class schedule (e.g., Muay Thai classes on Mondays and Wednesdays at 7 PM).
   * The bot collects the prospect's name and contact information to schedule the free trial.
6. **Handling Pricing Inquiries**:
   * Before providing pricing, the bot asks if the inquiry is for an adult or youth (over 7 years old), and if it’s for one person or more.
   * Initial pricing information:
     + "Adult program prices range from $69 per month for 24-hour gym access without classes, to $179 per month for unlimited classes of all types with 24-hour gym access. We also offer family discounts."
   * If more details are requested, the bot provides additional options (per class pricing, class packs).
7. **Offering Discounts**:
   * Information on discounts for first responders, teachers, military personnel, and students is provided only if specifically requested by the user.
   * "We offer a $15 discount on monthly class-inclusive memberships for first responders, teachers, military personnel, and students. This discount does not apply to the $69 membership."
8. **Additional Features**:
   * **Knowledge Base**: Access to a comprehensive knowledge base to answer common questions.
   * **Calendar Integration**: Real-time access to the gym’s calendar for scheduling.
   * **Follow-Up Reminders**: Sending confirmation emails and reminders about scheduled appointments or trials.

#### **Developer Instructions**

1. **Integrate Immediate Call Functionality**:
   * Ensure the bot can immediately call the prospect upon receiving a lead.
2. **Natural Language Processing (NLP)**:
   * Implement NLP to handle natural introductions and understand prospect responses.
   * Enable the bot to clarify its capabilities when needed.
3. **Calendar Integration**:
   * Develop real-time calendar integration for checking availability and scheduling appointments and free trials.
4. **Information Management**:
   * Create a comprehensive knowledge base to provide detailed information about classes, schedules, and membership options.
5. **Pricing and Discounts Handling**:
   * Implement logic to ask preliminary questions before providing pricing information.
   * Ensure the bot can offer specific discounts only when requested by the user.
6. **Confirmation and Reminders**:
   * Develop functionality to send confirmation emails and follow-up reminders to prospects.
7. **User Data Handling**:
   * Collect and securely store user information (name, contact details) for scheduling and follow-up purposes.

By following these instructions, the developer team can create a robust and efficient voice bot that enhances the sales process for Fight Flow Academy, providing a seamless and engaging experience for potential members.

### Revised Voicebot Conversation Script for Fight Flow Academy

#### Introduction and Choices

\*\*Bot:\*\* "Hi [Prospect's Name], this is Fight Flow Academy calling in response to your inquiry."

\*(Let the prospect respond and ask questions)\*

\*\*If the prospect needs clarification on the bot's capabilities:\*\*

\*\*Bot:\*\* "I can arrange a time for you to speak with a staff member, and I am also able to answer questions about our programs, and set up free trial classes. How can I assist you today?"

#### If Prospect Wants to Speak with a Staff Member

\*\*Prospect:\*\* "I’d like to speak with a staff member."

\*\*Bot:\*\* "Sure, I can help with that. When would be a good time for you to talk to one of our staff members or to come in for a free trial session?"

\*\*Prospect:\*\* "Tomorrow at 3 PM."

\*\*Bot:\*\* "Let me check our calendar. One moment, please... It looks like we have an opening tomorrow at 3 PM. Does that work for you?"

\*\*Prospect:\*\* "Yes, that works."

\*\*Bot:\*\* "Perfect! I’ve scheduled your appointment for tomorrow at 3 PM. You’ll receive a confirmation email shortly. Is there anything else I can assist you with today?"

\*\*Prospect:\*\* "No, that’s all. Thank you!"

\*\*Bot:\*\* "You’re welcome! We look forward to seeing you at Fight Flow Academy. Have a great day!"

#### If Prospect Wants to Set Up a Free Trial or Ask Questions

\*\*Prospect:\*\* "I’d like to get some questions answered."

\*\*Bot:\*\* "Sure! I’m happy to help. What would you like to know about Fight Flow Academy?"

\*\*Prospect:\*\* "What types of classes do you offer?"

\*\*Bot:\*\* "We offer a variety of classes including Brazilian Jiu-Jitsu, Muay Thai, Boxing, and Kids' Martial Arts. Each class is designed to cater to different skill levels, from beginners to advanced practitioners. Is there a specific class you’re interested in?"

\*\*Prospect:\*\* "I’m interested in Muay Thai."

\*\*Bot:\*\* "Excellent choice! Our Muay Thai classes are held on Mondays and Wednesdays at 7 PM, and we also have weekend classes. Would you like to set up a free trial for one of these sessions?"

\*\*Prospect:\*\* "Yes, I’d like to try the Monday class."

\*\*Bot:\*\* "Great! Can I get your name and contact information to schedule your free trial?"

\*\*Prospect:\*\* "Sure, my name is John Doe, and my phone number is 555-1234."

\*\*Bot:\*\* "Thank you, John. I’ve scheduled your free trial for the Muay Thai class on Monday at 7 PM. You’ll receive a confirmation email with all the details. Is there anything else I can assist you with today?"

\*\*Prospect:\*\* "No, that’s all. Thanks!"

\*\*Bot:\*\* "You’re welcome! We look forward to seeing you at Fight Flow Academy. Have a great day!"

#### If Prospect Requests Pricing Information

\*\*Prospect:\*\* "Can you tell me about your pricing?"

\*\*Bot:\*\* "Certainly! To make sure I provide you with the most accurate information, could you please tell me if this inquiry is for an adult or a youth over 7 years old? And is it just for one person or more?"

\*\*Prospect:\*\* "It’s for an adult, and it’s just for me."

\*\*Bot:\*\* "Thank you! Adult program prices range from $69 per month for 24-hour gym access without classes, to $179 per month for unlimited classes of all types with 24-hour gym access. We also offer family discounts if you decide to bring in more members of your family. Would you like more details on other pricing options?"

\*\*If Prospect Asks About Additional Pricing Options\*\*

\*\*Prospect:\*\* "Yes, what are the daily pricing options?"

\*\*Bot:\*\* "For single sessions, the cost is $25 per class. We also offer 5 class packs for $100 and 10 class packs for $175. Is there anything else you’d like to know?"

\*\*If Prospect Asks About Discounts for Specific Groups\*\*

\*\*Prospect:\*\* "Do you offer any discounts for first responders?"

\*\*Bot:\*\* "Yes, we do. We offer a $15 discount on monthly class-inclusive memberships for first responders, teachers, military personnel, and students. This discount does not apply to the $69 membership. Would you like more details on these discounts or anything else?"

#### Follow-Up and Additional Features

- \*\*Knowledge Base:\*\* The bot should have access to a comprehensive knowledge base to answer common questions about class types, schedules, membership options, and trial offers.

- \*\*Calendar Integration:\*\* The bot needs real-time access to the gym’s calendar to schedule appointments and free trials efficiently.

- \*\*Follow-Up Reminders:\*\* The bot should send confirmation emails and reminders to prospects about their scheduled appointments or trials.

This script ensures a smooth and engaging experience for potential members, guiding them through the sales funnel and encouraging them to visit Fight Flow Academy.