

Online Join : Service Call Scripting

When calling a lead from the online join report who has not opted into marketing, clubs may choose to contact the user on the basis of a service call. An example of the call should go as follows:

Hi Kira, it is Millie calling from Fernwood Paris. This is just a courtesy call as we noticed you attempted to purchase a membership from our website on Saturday and the transaction was not completed. Just calling to see if there is anything I can help with to assist you with your membership purchase?

If the person responds with a **yes**, perhaps their internet cut out, their card declined or they got distracted. Great news, you can continue to assist with the normal sales process and either book an appointment or complete the membership over the phone. This person can now be opted into marketing if they have agreed for your assistance.

If the person responds that they do not need any assistance (**no**), simply finish with a friendly goodbye, however, do not proceed with other follow up calls unless they verbally agree to opt into marketing.

No assistance wanted response example:

Not a problem at all Kira, thank you for visiting our website. Would you like me to keep you updated with any of our upcoming specials and promotions in the future?

Yes: You can opt them in and schedule a follow up call in the CRM.

No: ***No worries at all Kira. If you decide you want to look into a Fernwood membership later down the track please do not hesitate to give us a call and we would be more than happy to help you get started with your health and fitness goals. Have a lovely day.***

Do not opt this person into marketing