

Call Script – Adult Entertainment

C: Caller (you)
Pc: Potential Client

C: **Hi, I'm calling to speak with the person in charge of alcohol and security compliance.**

Pc: Can I tell them what this is in reference to?

C: **This is about the state required training for your staff.**

(if they say the manager is not available, ask for the manager's name and email. If you get the manager's name, make a note in the LACRM so you can ask for that person on your next call. If you get the email address, make a note in the LACRM and send a task to Admin Support to send an email and provide the information about the location including that you didn't speak with anyone that we are only sending an introduction email.

You have reached the correct person:

C: **Hi. We have a new program your industry has needed for a very long time. We train your entertainers on the basics of what is and isn't allowed in your establishment, while also get them compliant with Florida's Responsible Vendor Alcohol Act.**

C: **Our training is only 12 minutes long and is done online. The best part is we have an option for the entertainers to pay for their own...and it is only \$6.**

If they seem interested and want to know a little more:

C: **Here is how it works: You tell the entertainer the link to our site and they can sign up in about one minute. They take the course and get a valid certification. Each time they check into work, they show their valid certification, or we suggest not letting them in.**

C: **We also offer Security/Doorman training. This is required by most insurance companies and also really helps if you have a case that goes through the court system.**

C: **How many entertainers do you have?**

C: **How many people do you have serving alcohol?**

C: **How many managers/door/security people?**

- As they tell you the number of users, type them in to this page to get pricing: <https://lms.train321.com/#/register>.
- Unless they tell you otherwise:

1. First check the price for the number of users for the adult entertainer course.
2. Then check the price for the alcohol course based on the number of bartenders/servers they have.
3. Finally, check the price on the A+ Security course based on the number of security/door people/bouncers they have.
4. Combine the three Total Monthly costs.

For example, for 1 location and 20 dancers, 10 bartenders and 4 security/doormen.

The total would be \$5.00 + \$7.00 + \$15.00 = \$27.00 per month.

Select Course(s) *

Adult Entertainment x

Monthly Subtotal: \$ 5.00
Total Cost Per Month: **\$ 5.00**
Price if paid in full for the year (10% Off): \$ 54.00
Monthly Cost per location: \$ 5.00
Monthly Cost per user: \$ 0.25

Re-estimate

Continue Signup

Select Course(s) *

Alcohol Safety Training - Florida / Employee x

Monthly Subtotal: \$ 7.00
Total Cost Per Month: **\$ 7.00**
Price if paid in full for the year (10% Off): \$ 75.60
Monthly Cost per location: \$ 7.00
Monthly Cost per user: \$ 0.70

Re-estimate

Continue Signup

Select Course(s) *

A+ Security Host Training x

Monthly Subtotal: \$ 15.00
Total Cost Per Month: **\$ 15.00**
Price if paid in full for the year (10% Off): \$ 162.00
Monthly Cost per location: \$ 15.00
Monthly Cost per user: \$ 3.75

Re-estimate

Continue Signup

- Once you see the estimated price:

C: Ok, for the required entertainer, alcohol and security course, the price per month for all users is: \$X.XX.

C: If you are interested in paying the year in full, you would receive an additional 10% off.

C: We have no set up or additional charges. I'd like to confirm your email so I can send you a recap of our call

If a person is trying to rush you off the phone:

C: Can you please give me your email address and I will send you a quick summary of who we are and how we can help.

If you can tell they are a decision maker and still have no interest at all/rushing you off the phone:

C: We can set up a trial account for 30 days, no charge, obligation or payment info taken. When you like it, continue. If not, simply stop using it.

Pc: We are using another vendor:

C: That is excellent. I am glad you care about your compliance. What company are you working with? (write that down in the notes section of LACRM)

C: We happen to have a 10% price beat guarantee. Whatever you are paying now, we will beat it by 10% and also include two additional courses of your choice at no charge.

If they talk about an early termination fee, offer to take care of that as well.

C: Can you please give me your email address and I will send you a quick summary of who we are and how we can help.

Pc: We can't afford it:

C: We can put the whole account on Pay By Employee and your company wouldn't have to pay anything. Each employee would be responsible for paying for their own training.

C: Can you please give me your email address and I will send you a quick summary of who we are and how we can help.

Saying goodbye:

C: (say their name here), thank you for your time. Have a great day and stay safe!