

# Call Script

It's a great day at Kuk Sool Won of Half Moon Bay, this is (first name), how may I help you?

Whatever question they ask...



Great, my name is (first name). Who am I speaking with? (Write down their name and continue with...) Do you know any of our students or did someone tell you about our school?

"Yes"



That's terrific! (Name) is doing great and is on his way to earning (his/her) Black Belt.

"No"



Then how did you hear about our school?

Is this for you personally or for someone else?

"Me"



Great! May I ask how old you are?  
(Regardless of answer, say)  
That's a terrific age to start!

"Someone else"



Who?  
(If over 6 years old, say)  
That's a terrific age to start!

Have you (or your child) ever had any martial arts training before?

"Yes"



What style? (Follow up with) Where did you/your child train? How long? What rank did you earn? Congratulations!

"No"



What do you want (your child) to get from (their/your) Martial Arts training? (wait for answer) That's perfect! Many of our students joined for the same reason.



We offer all our new students a free VIP membership. This way you can find out about our school, see what we have to offer, and see how we develop Black Belt Leaders. The VIP membership is two weeks free.

What I'd like to do is set you up for a 45-minute orientation appointment with one of our Program Directors so you can tour our school, meet some of our instructors, and learn more about our program.

I have an opening on (day/time) or (day/time). Which is best for you  
(Ideally, one option is for today and the other option is for tomorrow.)

Great, (caller's name), what is your last name?

Your home phone number? (write down response) And work? (write down response)

Do you know how to get to our school?  
(Always give directions.)

The lesson will take about 45 minutes, so plan accordingly. (You/your child) (are/is) welcome to bring a friend. Please feel free to bring them along when you come in.

If for some reason you cannot make your first lesson, please call and let us know.

We have a short informational video that I'd like to send you. What is your email address? (write down response)

When you get to the school, just come right in and ask for me. Again, my name is (first name) and I'll be ready to show you around when you get here.

I look forward to seeing you on (day) at (time).

Thank you for calling Kuk Sool Won of Half Moon Bay!



**Common Objection #1:** “I need to check with my wife/husband because...”

I can appreciate you having to check with your wife. And what I would like to suggest is that we go ahead and schedule a tentative time. Then you double check the time and 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 (day/time) or (day/time), which is better for you?

(Then return to the phone script and close the appointment.)

**Common Objection #2:** Price questions/objections

About 80% of all the people who call start the conversation by asking, “How much does it cost?” The price objection caller usually has no idea what the school is all about, and nothing to compare it to. They ask about price because they need more information and they simply do not know what else to ask.

In addition, most people are on a fixed budget, and they may have a real concern about your program being out of their price range, no matter how great the program may be for them.

And there is another reason: most of us, since we were small children, were taught to let our fingers do the walking. Just call, it’s easier than shopping in person.

It is important to understand that in most cases, if you do give the prices out, it will NOT result in an appointment. It is a proven fact that the show ratio of appointments is lower if your tuition prices are given.

**Step 1.** Simply redirect. Ignore the first question about the price, and return to the phone script as if the question were never asked. However, if they persist in questioning prices, quickly go to Step 2.

**Step 2.** Say with confidence, “(Caller’s name), 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...” And then return immediately to the next question in the phone script.)

**Step 3.** “Our pricing runs as low as about \$3.93 per class. We’ll figure out your exact price when we discuss the program that fits your needs best.” Without waiting for a response, return immediately to the phone script.

Remember that 80% of all the callers have no idea what your school has to offer. By removing the pressure about price, they will be more inclined to make the appointment.