The Sales Script

Environment: No distractions, organized and free of clutter.
Equipment: This run sheet, handsfree, notepad, pen, water, all necessary sign up forms & contracts.
Time: appointments should be no longer than 15-30 minutes in duration.
Offer: Preferably some type of extended program. (3 months, 6 months, 12 months)
Objective: Gather information on the prospect and to see if they are a fit for our services. Once a fit, sign up to the program and book into the next orientation.

Release your attachment to the yes.
Keep your ego in check.

If you don't succeed in business, your clients won't succeed in life. In order for this process to work you need to truly believe that you can change your students' lives, BECAUSE YOU CAN! Once you have determined that you can genuinely help someone, be ruthless and persistent until you get the close. Believe in yourself and believe in martial arts and you will find success beyond your wildest imagination.

Appointment Intro:

• **Introduction**	How are you? Did you enjoy your class?
• **Make small-talk and get comfortable with each other.**	Talk about the weekend, the workout, the weather, etc. (Try to build rapport and establish a friendly environment)
• **The sales space:** If you have a separate space for sales, take them there and make sure it's in a quiet room without noises and distractions. If you don't have a specific space for sales, take them to a spot where they can sit and relax for a bit. Make sure it's in a non-threatening environment and make sure it doesn't have any eavesdroppers, as that will make the prospect very uncomfortable, especially when we start asking questions related to their health and fitness.	The purpose of this consultation is just to find out a little more about you and what you want to get out of a martial arts program like this, so I can see if it's going to be the right fit for you, after the free trial. Then if it is something we can help you with, I will explain our options and see if we can sort something out. But before I begin, tell me a little bit about yourself… Optional: we also only really take on 5 new people a month so I just want to make sure this is the right facility for you.

Info Gathering **Build Rapport Here**

- Job, Married, Kids, Suburb, Hobbies, Eating Out, etc
- What're 3 bad habits you can STOP?
- What are 3 good habits you can START?
- What do you like to do for fun in your spare time?
- Do you practice any other sports?

Current Situation:

• Get important details like current goals. What have you tried that hasn't worked? What have you tried that has…? Where do you feel stuck? (• Say, ''tell me more'', the whole way. Lots of open-ended questions. • Drive the pain - ''Hmm, that's not great, sounds frustrating, that would make me feel terrible, how does it make you feel? What would you like to feel instead?'' Ratify with them and care.	• What are the benefits you want to gain from martial arts? • What is your current situation? • How does it make you feel in your current situation? • Any particular areas where this is affecting you in your life?

Goals:

- What is your absolute ultimate vision for yourself in 12 months' time? (Utilize the Magic Question to fully understand what they want to get from martial arts the most that drive that point home)
- What would have to happen to make you 100% happy?
- How would it make you feel being (insert goals that they said)?
- What would it mean to you? How would your life be different being like (the goals and feelings they said above)?
- Would anyone else be impacted by this?
- How does it make you feel that you can't do that now?
- On a scale of say...1-10... how important is it to you to achieve these results?

Establish The Gap

• Recap where they are right now	I've got a great idea of where you are right now… as you said you are… ● What they said in the info gather and current situation section
• Recap where they want to be	And I've got a super clear idea of where you ultimately want to be… ● what they said in the goals section
• Identify a gap between the Two • What are the 3 biggest issues you see,	But you can see there is a massive gap between the 2 yeah? What are the 3 biggest issues you see?
• What do they think they need to close the gap?	What do you need to do or learn to close that massive gap from where you are today, to where you want to get to? ● This is where they will tell you things that will be included in your program ie. community involvement, meal plan, training, accountability, motivation, etc… If I give you those things do you feel like you'll get your result?
• What stopped you?	What's stopped you or is stopping you from achieving this alone? Look for these answers: ● I don't know-how ● I want to do it faster ● I can't do it alone

Buy-in:

- Prove the want & need:
    - Do you REALLY want this?
    - Why not just stay where you are?
    - If you had a magic wand, when would you want this outcome to be in your life?

- If I was to take you on, how committed would you be to do what it takes to get that outcome?

You're a Perfect Fit

● Recap again what they want, and their current situation.

Based on everything we've talked about, you said you want [this, this and this] and the 3 biggest problems are [this, this and this].

You're currently an X/10 in happiness of where you are. From what I've heard and your commitment to this, there's a bit of work, but we can definitely help you.

Do you want me to tell you more about how I think we can help you achieve your goals?

● Let them know that they'll be a perfect fit for the first time visitor only [3, 6, 12] month program.

" Well I think based on where you are now, and where you want to be, you are a perfect fit for our special 6-month program. Do you want me to tell you a little more about what that would entail?"

The Program/Package:

Now, let's discuss our martial arts program and how it can help you achieve your goals. Our program is designed to provide you with a comprehensive martial arts experience that goes beyond just physical training.

At our martial arts academy, we specialize in empowering individuals like yourself to transform their lives through martial arts practice. Our program is structured to cater to beginners and offers a welcoming, non-judgmental environment where you can learn and grow at your own pace.

Here's what our program includes:

1. Expert Instruction: You'll have access to unlimited group classes in the morning and evening. Our experienced instructors will guide you through each session, teaching you the techniques, principles, and discipline of martial arts in a fun and welcoming environment.

2. Personalized Plan: Personalized home plans for students to follow different technique drills and stretching exercises to improve flexibility and mobility, depending on the specific needs of each student/class.

3. Monthly Orientation Sessions: To ensure your progress and success, we offer orientation sessions every month. These sessions provide you with the necessary knowledge, guidance, and resources to crush your goals for that month.

4. Accountability and Support: One of the key factors in achieving long-term success is having a supportive community around you. Our program not only provides accountability from our dedicated instructors but also connects you with a group of individuals who share similar aspirations. Together, you'll support and motivate each other on your martial arts journey.

By participating in our program, you'll not only develop physical strength, agility, and self-defense skills, but also gain confidence, mental resilience, and a positive mindset that will extend beyond the martial arts studio.

‘’Does that sound like something you are looking for?’’

“Does this sound like it might be aligned with your goals?”

Wait for answers like:

‘’Yes!’’
‘’That sounds awesome’’
‘’Yeah, how much would that cost?

They might have some questions or objections: refer to ‘’pain points & objections” for our objection handling script.

The close:

‘’We really only take on around 5 people a month for this program. And once those spots are filled that’s it.

‘’The program would usually cost 175 a month + a $150 enrollment fee on month 1 however because you’ve signed up through our special trial and you are a first time visitor, you’ll get the entire 6-month program for $150 a month and we will waive the entire enrollment fee. So you’re looking at around $300 worth of savings by signing up now.’’

‘’And getting started is really simple, we just need to go through your payment information and a couple of forms and then schedule you in for your orientation session after the trial is over.’’

‘’You ready to get started?!’’

The wrap up:

Good stuff… Here's what to expect next.

You will receive some text messages with your booking details and everything you need to get started. I will also email you over a registration form that needs to be completed asap. It's mobile-friendly.

Congrats and welcome to the club, are you excited!? Pumped to have you onboard this is going to be a game-changing 6 months… If you have any questions, feel free to touch base…

WELCOME SMS TEMPLATE

Hi [Name], Welcome to the 6 month program at <Business Name>

➡Your orientation session is booked for; [Day] the [date] at [time]
➡At: <Address>
➡This is a crucial part of the program and it is important that you attend to get off to the right start.

✅STEP 1:

Before your first session, please complete our online registration form (mobile friendly)
<link to waiver>

✅STEP 2:

After the registration form is received, a member login will be sent to you from our software. Follow the steps to set up the class booking app. You can then book in your Orientation via the app to confirm your attendance.

✅STEP 3:

You will also receive a link to our Member ONLY Facebook group prior to Orientation. This group will be a vital tool throughout the next coming months.
Looking forward to having you in!

Regards,

(Your Name)