

Interview - Today's Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ ID: \_\_\_\_\_

**(CLIENT IS EITHER AT STAGE 2 OR STAGE 3 – YOU MUST DETERMINE THIS BEFORE PRESENTING THE TRIAL COURSE AS THE SOLUTION)**

Rothrock's Kung Fu & Tai Chi. How may I help you today? (I need more information. How much are classes? What do you teach?)

**1) Is this for Yourself or Someone Else?**

**2) Great! Do you have a few minutes**, so I can ask you just a few questions first to make sure we're a good fit for you...? And hopefully, by asking these questions, I'll be able to answer most of your questions.

**3) ...and have you ever studied before?**  
**If Yes: Did you get your Black belt?**

**4) ...and how did you hear about us?**

**5) What is your main reasons that prompted you to call today... is it self-defense, conditioning, or discipline?**

**Determine if they're on STAGE 2 or STAGE 3. If on STAGE 3, present the trial. If still on STAGE 2 send them an info kit).**

**6) (STAGE 3) Sounds like you've given this a lot of thought and are ready to get started soon.** Am I right about that? **(Make sure you're on the same side of the table)**

**7) You know at this** point and based on what you've told me; I think that we should start with a Trial Course first as our best option. The trial course is just 3 classes for 29.99. But our special this month is .... What do you think? Great! I don't think we have any openings this week. What days and times work best for you? Okay let me check my schedule. **If hesitant, #8)**

**8) Okay. Why don't we do this?** We have a great Information Kit that will provide you with a lot more information and a FREE DVD. What's a good mailing address I can send that to?

**8) ...and your address, so we can send you a FREE informational DVD and a confirmation letter.**

**9) ...and do you have an email? (IF THEY DON'T SCHEDULE, OFFER TO SEND THEM THE LINK TO THE TRIAL COURSE).**

**10) Do you know where we are located? (give directions)** When you come in please wear long, loose fitting pants, t-shirt and socks.

**Contact Type** - ☐ Phone ☐ Walk-in ☐ Internet

**11) "Will you please call us if you change your plans?"** and wait for a response. Thank you for calling and inquiring about our academy. We'll see you on... at ... Have a great day.

**I Want to Know the Price?**

Ignore the first time this is asked and follow the script. The next time they ask say, "We have a lot of different programs that are tailored toward your needs and are easily affordable by anyone. So after your (child's) first class, I'll have a better idea of your (child's) needs and you'll have a better idea of the Program. After that, I'll explain everything that you'll need to decide on future classes, and I can answer all of your questions. Does that make sense?"

**Confirming Appointments**

**Day of Appointment**

Hi! Is ... there? (Same for leaving a message). Hey just a quick head's up on what to expect. Please be here about 15 minutes early, so I can give you a brief tour of the Academy, get some additional information, and then we'll do your (or child's) very first trial class. After the class, we'll sit down together and I'll can make some recommendations about what courses might work best for you. And if you like the class as much as I know you will, I'll show you how to save over \$50. Do you need directions? (machine – If you need directions, please go to [welovekungfu.com/locations](http://welovekungfu.com/locations) for directions). See you on .... At ....

**15 minutes after missed visit.**

Hi, is \_\_\_ there? This is \_\_\_ from Rothrock's Kung Fu Academy. How are you tonight? Is everything okay? I'm glad I caught you. I was looking forward to our first visit together at (time). This happens a lot at this time of the year. We have placed you on our waiting list for the next 5 days. That way when you call to reschedule, we can get you in right away at a time and day that work for you. Please get back in touch

Style Studied:\_\_\_\_\_ BB: \_\_\_\_\_

Name \_\_\_\_\_

Someone else: \_\_\_\_\_

Age: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Email \_\_\_\_\_

Ad:

☐ Friend ☐ Sign ☐ Newspaper ☐ Internet

☐ TV ☐ Other \_\_\_\_\_

Interest

☐ Kung Fu ☐ Tai Chi ☐ Little Dragons

Reason: \_\_\_\_\_

Appt: \_\_\_\_/\_\_\_\_/\_\_\_\_ Day: \_\_\_\_\_

Time: \_\_\_\_:\_\_\_\_

Notes