

# PHONE PRESENTATIONS

## Types of Phone Presentations

1. T.I. (Telephone Information Call)
2. Referral Names (Point of Sale or friend)
3. Lead Box or Other Promotions

### Always Remember

- Answer the phone as if you had just won the lottery (Happy, Enthused, and excited)
- Treat each phone call as if it is money
- Don't sound robotic or as though you are reading from a script.
- A person favorite subject is themselves
- Never disagree or argue with a prospect.
- Remember you are not selling anything on the phone, your job is to book an appointment for the prospect to have a tour of the club.
- Never give price quotes on the phone.
- Always book the appointment for the same day or the next day.

## **Presale Voice Mail Message**

Thank you for calling the Zoo Health Club (your location) the fitness center destination that fits your lifestyle. If you're calling about our first 200 member special, please leave us your first and last name, your daytime number and evening phone number with the best time to reach you and we will promptly return your call.

Thank you for calling the Zoo Health Club (your location), we look forward to speaking with you.

## Presale Phone Script for 1<sup>st</sup> 200 Members

**STAFF:** Thank you for calling the Zoo Health Club (your location), this is \_\_\_\_\_ how may I help you?

**CALLER:** Hi, I received a postcard in the mail

**STAFF:** Great! Who am I speaking with?

**CALLER:** This is Mary

**STAFF:** Great Mary, what we are doing right now is scheduling reservations for our 1<sup>st</sup> 200 members. I would like to give you a reservation number for the special pricing of only \$14.99 a month. Let's use your phone number for your reservation number what is it? Ok so it would be R 561-8876. Is morning, afternoon or evening best for you?

**CALLER:** Afternoon is best

**STAFF:** Ok, I can get you in this afternoon at 1pm, 2:15 or 3pm which is best?

**CALLER:** I think 2pm is best

**STAFF:** Ok great, I have you reserved for 2pm. Do you have any friends, neighbors, or relatives that you want to bring with you?

**CALLER:** I might bring my sister, is that ok?

**STAFF:** Absolutely, she can come under your reservation number and qualify for our 1<sup>st</sup> 200-member rate. Do you know where we are located? Locate the club even if the caller says yes. I am looking forward to meeting you today at 2pm. **We have this time put aside just for you**, so if you see yourself being early or late please give us a call.

## Presale Phone Reservation Confirmation

STAFF: Hello is \_\_\_\_\_ there?

CALLER: Yes, this is \_\_\_\_\_

STAFF: This is \_\_\_\_\_ from the Zoo Health Club (location). How are you? I just wanted to make sure that \_\_\_\_\_ at \_\_\_\_\_ is still convenient for you to come by and visit with us?

CALLER: Yes, it is

STAFF: Great Mary, in case you forgot your reservation number it's your phone number with an R in front. Are you still bringing a guest with you?

CALLER: Yes, I am bringing my sister

STAFF: Ok we will see you tomorrow at \_\_\_\_\_ and we are looking forward to meeting you.

## TELEPHONE PRESENTATION TELEPHONE INQUIRY CALL (T.I.)

### PURPOSE: SELL THE APPOINTMENT NOT THE MEMBERSHIP

Introduction: This is \_\_\_\_\_, how can I help you?

What is your name? \_\_\_\_\_

And your phone number is? \_\_\_\_\_

Are you a member? Yes \_\_\_\_ No \_\_\_\_

Are you inquiring for yourself or your family? Self \_\_\_\_ Family \_\_\_\_

How did you hear about us? \_\_\_\_\_

Great! We specialize in people like your self who want to \_\_\_\_\_

Talk about the results they are interested in such as losing weight, firm and tone, improve cardiovascular health, etc.

Let me tell you what we have to offer in helping you get the results we talked about. Our exercise equipment is designed for both men and women.

We have top of the line resistive machines, a free weight area, and an outstanding cardio health section.

We also have childcare; would you need this service?

Our clubs are open 24-hours a day seven day a week. Is that helpful to you?

We are a private club for members only and show our facilities by appointment only. Would you like to come in today or is tomorrow better?

What is best morning, afternoon, or evening? Let me take a fast look at our appointment book. I do have an opening at \_\_\_\_\_ or \_\_\_\_\_.

Which is most convenient for you?

**APPOINTMENT: DAY \_\_\_\_\_ DATE \_\_\_\_\_ TIME \_\_\_\_\_**

Do you have a pencil? Do you know where we are located? Give them your name, phone number and address. It's a good idea to locate the club for them even if they tell you they know where it is.

Will you be bringing in a friend with you? Make sure you get the friends name and phone number.

Close by saying, I am looking forward to meeting you on \_\_\_\_\_ at \_\_\_\_\_. ***We have this time put aside just for you*** so if you see yourself being late or early please give us a call.

## VERIFYING THE APPOINTMENT

Always call to confirm your appointments. Do not call to see if they are coming, always assume they are coming in. You are calling to say they have an appointment at a certain time and you wanted to make sure they had the directions to the club.

If pressed for price of membership by prospect use the following price block and continue to book the appointment.

## PRICE BLOCK

The price block is used so you don't get into giving pricing on the phone. Never start quoting membership rates on the phone. In all your phone presentations remember to use this price block. It works for any of the types of phone presentations you are giving. Here it is memorize it.....

Once you come in for your tour of the facilities and we explain all the details and see exactly what results you want we will be able to give you the cost of the membership. I can tell you this \_\_\_\_\_, it will not be the cost that would stop you from becoming a member it would have to be another reason as our rates are very affordable. Close for the appointment.

If they still persist, say: "Our programs start as low as \$\_\_\_\_ down and \$\_\_\_\_ per month, close for the appointment."

## TELEPHONE REFERRAL PRESENTATION

Hello, \_\_\_\_\_ this is \_\_\_\_\_ from the Zoo Health Club. Your friend, co-worker, family member \_\_\_\_\_ is a member here and thought it would be nice if I have you a call to see if you have an interest in being her guest for a two-week complimentary membership. Does that sound like something you would like to take advantage of? (If no, thank them for their time, if yes, proceed).

This membership entitles you to a free consultation and three supervised workouts with a trainer so you will learn about the best exercises for your fitness goals. It allows you to use all our facilities for the full two weeks with no restrictions.

I would like to ask you just a few questions so when you arrive here at the facility, we will be able to show you those things that would interest you the most.

Are you currently following an exercise program?

Are you interested in losing or gaining weight? About how much?

Will you put aside 30 minutes 2-3 times per week?

Great, what I would like for you to do is drop by the center within the next 24 hours so I can issue a complimentary membership card to you and show you around the facility. We would then make an appointment with one of our trainers so we can set you up on your fitness program and bring you through the equipment.

Is tomorrow good or is today better? Morning, afternoon or evening. Close for the appointment the same way you as you did in the T.I. presentation. ***Be sure to ask if he/she would like to bring in a friend.***

If the referral asks about price use the same price block that is in your T.I. presentation.

## TELEPHONE LEAD BOX PRESENTATION

Hello \_\_\_\_\_ this is \_\_\_\_\_ at the Zoo health club. I'm sure you remember registering your name down at \_\_\_\_\_ for our membership giveaway, right?

Actually, \_\_\_\_\_, the way this special promotion works is that everyone who enters receives ***a free complimentary 2-week membership*** to enjoy our facilities. We choose a limited number of these entries each week and invite them in which is why I'm calling you.

This membership entitles you to a free consultation and three supervised workouts with a trainer so you will learn about the best exercises for your fitness goals. It allows you to use all our facilities for the full two weeks with no restrictions.

Now \_\_\_\_\_, does this sound like something you would like to take advantage of? (Listen to response. If no, thank them for their time, if yes, proceed).

Great! I would like to ask you a few questions so that when you arrive here at the facility, we will be able to show you those things that would interest you the most.

Are you currently following an exercise program?

Are you interested in losing or gaining weight? About how much?

Will you put aside 30 minutes 2-3 times per week?



Great! \_\_\_\_\_, the only thing we have left to do is set a time within the next 24 hours to come by so I can issue a temporary membership card and show you the facility so you know what you will be doing. I am going to issue you a reservation number, \_\_\_\_\_ so please bring that number in with you.

Is tomorrow good or is today better? Morning, afternoon or evening. Close for the appointment the same way as you did in your T.I. presentation. ***Be sure to ask her if she would like to bring a friend.***

If the prospect asks about the price, use the same price block that is in your T.I. presentation.

You will find from time to time that promotions and specials will be advertised. Post card scratch and win, win a free trip, free registration, whatever the specials are they will be handled the same way. You always use your T.I. phone presentation the only difference is that you will add this simple and effective paragraph.

When the prospect calls and they say they received the scratch and win, or free trip, or free registration, you say, Great! We have had an overwhelming response to the promotion so CONGRATULATIONS, you won the \_\_\_\_\_ prize, do you have a pencil or pen and paper? Please write down this Reservation number to claim your prize. All we have to do is get you here to register within the next 24 hours. (If it's a special rate promotion you can say Rate Reservation number). Give them R3345 or whatever number you want, it should start with the letter R. Write down that number on the phone appointment sheet besides their name.

Go right into the T.I. presentation and get the appointment booked the same way. If you need the price block use it and book the appointment.

Show lots of excitement and enthusiasm, you have already created urgency by giving them the reservation number and telling them to come down and register within the next 24 hours. Get that appointment booked.