

The Client Cure
STUDIO ACCELERATOR

STUDIO GROW
Mastermind

Grow Your Studio. Live Your Dream.
Build Your Legacy.

The Standard Intentional Intake Process

STEP 1: SELLING YOUR INTRO PACKAGE

SALES SCRIPT

Step 1

Sell an Intro Package

AT THE POINT OF SALE

This step is literally the sale of your Introductory Package. It may happen on your website, your app, over the phone or social media, over email, or be a referral you follow up with. But, as soon as you have a lead, unless they've purchased an Intro Package online, you'll want to reach out with our email, chat or phone scripts to sell the Introductory Package. It's important to use the communication channel your client has already started with. If they called, call them back. If they wrote in on your website, email first.

This conversation is your first step toward diagnosing a client's ideal next steps (and you can sell an annual membership right here and now). The key: not assuming a thing. A diagnosis takes questions and lots of listening to determine where someone is and how they can use your studio. At the end of this sale, be sure to book your new client intake along with their first week of sessions.

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Introductory Package Sales Script

PHONE:

CLIENT: Hi, I was wondering how much your studio costs?

STUDIO: Fantastic. I'm Lise. I didn't catch your name?

This is an important step to defer the price question and actually begin a personal conversation. An introduction is always a good start!

CLIENT: I'm Sam.

STUDIO: Sam, it's so nice to meet you. I have a couple of different options and I'd like to make sure I give you the right price. Do you mind if I ask you just a few quick questions?

By asking permission to take control of the conversation, you put your client at ease.

CLIENT: Sure

STUDIO: Fantastic. Do you mind me just asking before we start, how you heard about our studio?

You should always keep track of your lead sources. This is going to tell you where to invest your time, energy and money.

CLIENT: My friend Jennifer Lawrence goes there and when I was Googling studios I saw your name and remembered that.

STUDIO: We love Jennifer (and all her movies). Have you ever done _____ **[YOUR METHODOLOGY]** before?

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CLIENT: Yes, but it's been a while. I've been mainly working out at home and I need to get back into a place with real people.

STUDIO: I can completely understand that. I feel like working out with others always gives me an extra burst of energy. Is there any reason you're starting now versus say a month ago or 6 months ago?

Clients can easily put you on a perfect pedestal and it's important to empathize and remind people you're human to by sharing if you've had similar struggles.

Identify the "why" or motivation for starting now.

CLIENT: Well, I've been thinking about it for a while, but I honestly just realized that if I didn't do it today, I was gonna wait another 6 months and I couldn't do that.

STUDIO: I don't want you to wait another 6 months. Now before we talk Intro Packages, are there any health concerns, injuries, recent surgeries, aches and pains that you're dealing with?

If you offer Group and 1:1 training packages, this will likely steer you towards the ideal route for this client.

CLIENT: I did have knee surgery, but it's been 6 months and I'm cleared for anything.

STUDIO: And, finally what's your biggest goal/hope/dream/wish for our time together?

CLIENT: I'd like to be stronger and healthier. I feel like I'm just sluggish and not at my best and I want to wake up every day feeling incredible.

STUDIO: I'm guessing feeling incredible would mean, you'd wake up with energy, you'd feel strong and energetic even at 3 in the afternoon...

CLIENT: YES.

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STUDIO: Fantastic. So based on this, I'd like to start you out on our _____ Introductory Package. This is just a special package that's going to give you a jumpstart into our studio. During these two weeks, I'd like to book in 3 classes per week, plus we'll have an Intake where we'll gather some more detailed information and continue to customize this for you. I think at the end of this, you're going to have a great start towards feeling much better, much stronger, and much more energetic. We'll also have a good idea of what your long-term plan is and we will be able to share our recommendations with you. How does this sound?

This is a jam packed paragraph.

Step 1: Share Intro Package.
Step 2: Give a short reason why you've chosen this.
Step 3: Share your plan for the Intro (ie 3 x per week)
Step 4: Introduce the Intake.
Step 5: Repeat their goals.
Step 6: Seed your long-term membership

CLIENT: That's perfect.

STUDIO: Lovely. The Intro Package is _____ and I can take payment with _____ **[PAYMENT METHOD]**. How do you want to pay?

Be direct in asking for the sale and assume at this point it's happening.

CLIENT: Answer

STUDIO: Now that I have you set up, I'd like to go on ahead and book your classes and Intake. Do you have a calendar with you?

Be prepared to book all of their sessions and Intake if they have a calendar ready.

CLIENT: No, but I can book my first session.

STUDIO: That's fine. When you come in for your first session, we'll book the rest of your sessions and your Intake. Would _____ or _____ **[INSERT DAYS/TIMES]** work best for you?

CLIENT: Answer

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STUDIO: You're booked. Now, I'm sending you an email, but you'll be in a session with **[INSTRUCTOR NAME]** at **[STUDIO LOCATION]**. You should/should not bring/we have **[ATTIRE, WATER, EQUIPMENT]**. You'll want to arrive about ____**[MINUTES]** early and we'll be booking your classes and intake when you come in. Do you have any questions?

Consider this a mini-version of your Welcome Package email.

WRAP CALL.

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CHAT OR SMS:

STUDIO: Hi, thanks so much for reaching out. How can I help?

CLIENT: I want to learn more about the studio.

STUDIO: Easy. Have you done _____ before?

Always look for subconscious objections if someone has been to a similar studio and left because they didn't care for something.

CLIENT: Yes, but it was always hard to get into the studio with capacity issues.

If you hear a "But...." be sure to respond to that concern before asking your next question.

STUDIO: Wonderful! Have you been doing any movement recently?

CLIENT: Just a bit at home.

STUDIO: What's your ideal goal for, let's just say, a year from now?

CLIENT: Oh my goodness. Loads of energy. And, to quote my client Johdi, Mary Poppins' attitude and Cindy Crawford's body:).

STUDIO: Is there anything you'd like to change in the next 90 days?

CLIENT: I want to change how I move, but I also know I've been eating like crap, so that's important too.

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STUDIO: That makes total sense. It sounds like getting you started on our _____ Introductory Package is an ideal fit. This is just a special package that's going to give you a jumpstart into our studio. During these two weeks, I'd like to book in 3 classes per week, plus we'll have an Intake where we'll gather some more detailed information and continue to customize this for you. I think at the end of this, you're going to have a great start towards feeling much better, much stronger, and much more energetic. And, we'll have a good idea of what your long-term plan is and we'll be able to share our recommendations with you. How does this sound?

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CLIENT: Sounds great.

STUDIO: Fantastic. Here's the link to get started. In the meantime, can I book your first session? I have openings _____ and _____. Which works better?

CLIENT: ANSWER.

STUDIO: Fantastic. You'll get an email with all the details. Be sure to come in about 15 minutes early. I'll book your next few sessions and your intake and be sure to show you all around the studio!

CLIENT: GREAT. See you then!

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EMAIL:

Hi Jaime,

Thanks so much for reaching out to [YOUR STUDIO]! We're so excited to have you in soon. I'm guessing you'll be a great fit for one of our Introductory Packages and before I just *guess* and hope I'm right, would you mind answering three quick questions?

- Have you done _____ before?
- Do you have any injuries, aches, pains, recent surgeries or issues we should know about (don't be shy; we've seen more than our fair share of operating rooms, so there's no judgement here!)?
- What would you like to see change in the next 90 days?

Thanks!

[YOUR NAME]

RESPONSE EMAIL:

Jaime,
It sounds like getting you started on our _____ Introductory Package is an ideal fit. This is just a special package that's going to give you a jumpstart into our studio. During these two weeks, I'd like to book in three classes per week, plus we'll have an Intake where we'll gather some more detailed information and continue to customize this for you. I think at the end of this, you're going to have a great start towards feeling much better, much stronger, much more energetic. And we'll have a good idea of what your long-term plan is and will be able to share our recommendations with you.

Here's the link to get started. In the meantime, can I book your first session? I have openings _____ and _____. Which works better?

[YOUR NAME]

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