



Your Step-By-Step Guide To Turning Phone Enquires Into Enrolled Students

DSOA EXCLUSIVE GUIDE
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With so many enquiries now flooding into your studio by email and social media, it may be easy to forget that answering the telephone is still a big part of the experience for your studio and your potential clients. When you or your staff are talking on the phone, it's all about your knowledge, your voice and the confidence in how you speak with them directly. That's why having a great phone script and customer service process in place is so important.

This guide will outline a simple and effective process for your team to tackle new enquiries over the phone, as well as our top tips to make your phone interactions a great experience for everyone.

Top 5 Things To Remember When Taking a Phone Enquiry

- 1/ Always answer the phone as quickly as possible
- 2/ Rehearse your call script beforehand and make it your own - nobody wants to speak with a robot on the phone!
- 3/ Be honest - if you don't know the answer to a question or are unsure of who to ask, tell the caller that you will get back to them once you have investigated for them
- 4/ Ask before putting a caller on hold
- 5/ Make time to end the call pleasantly. Never make your caller feel rushed or as though they are interrupting anything.

The Phone Call

1. Starting the call

The introduction is the first thing you will say to the client. This will set the mood of the conversation. It should be, warm welcoming precise and lead you into the rest of the conversation. "Hi, is Betty there? Hi, Betty, this is Staff Member calling from Staff Member's Dance Centre. Thanks for completing our online form regarding dance classes, do you have a few moments to chat?"

2. Background Information

During this stage get as much information about the client as possible. Discuss the age of

her child / dancer, experience, expectations, types of class they are interested in, and how they heard about you. Listen for key pieces of information. Is she a beginner? Is there an injury you need to be aware of? It's a bit like a party-conversation. If you're at a party and you want to make a great impression, you ask a ton of questions. People love to talk about themselves. If you let them do so, they will leave their interactions with you thinking you are easy to talk with and someone they would like to work with, so engage your potential client in interactive conversation. This step is all about being a great listener.

3. Goals and fears

Find out exactly why the client is interested in you, and anticipate what might hold them back from signing up. Be sure to probe so you are very clear about her/his expectations and what you can offer.

4. Sell

Here's where you get to explain how you can help. Be sure to relate everything you say back to what the client told you. Focus on the benefits she will achieve, not the features of your program.

5. Lock in some plans

Tie up loose ends by determining how you will work together. When and how often will they come to dance? Book the trial lesson and let them know what to expect during that lesson.

Thank the client and use their name when you say goodbye!

Sample Script

Make a script to help your staff through the initial phone consultation so they don't forget anything, but don't read from it verbatim! Use it as a guide

Staff Member: "Hello. Is Betty Smith there, please?"

Client: "Yes, this is Betty."

Staff Member: "Hi, Betty! It's <NAME> calling from Staff Member's Dance Studio. How are you doing?"

Client: "Great!"

Staff Member: "Well, Betty, I understand you're interested in our dance classes, so I wanted to give you a call to have a quick chat about our 7-day Class Pass offer.. Do you have a few minutes to chat?"

Client: "Yes, that would be great."

Staff Member: "I saw from your online form that you are interested in our preschool dance classes, how old is the child who might like to come and join us for dancing?"

Client: "It's for my daughter, Annie. She is turning 5 next month"

Staff Member: "Oh such a fun age! I bet she's already dancing all over the house, right?" [Give the client a chance to chat about their child, and ask about their interests] "So, Betty, how would you like me to help you? What are your goals in finding the right dance class for Annie?"

Client: "Well, I'd like to . . ." [Let the client chat about their hopes and goals]

Staff Member: [Ask guided questions so you're very clear on her goals.] "So Annie seems to have an interest in ballet, but you'd be open to her also trying a jazz class that takes place right afterwards to see which she would prefer, is that correct? And she is at Preschool on Wednesdays, so our Monday class would be best for the moment"

Client: "Yeah, that's perfect!"

Staff Member: "Okay, well, I can definitely help you out! What I'll do is enroll Annie for a trial class as a gift from us, where she can see what she likes best and try a variety of styles. There is no upfront cost for the trial period - How's that sound?"

Client: "That sounds great."

Staff Member: "Good! Can we book her in for Monday the 10th at 10am? Ballet class goes from 10 - 10:30 and then jazz from 10:30 - 11am

Client: "That would be great, I'll put it in the calendar. ."



Staff Member: "No problem, we will also email you with some information and send you a text message the day before to remind you. Do you know where to find us?"

Client: "I think so, are you near the stationery shop?"

Staff Member: "Yes,. that's right. We are at 123 Dance St, Pointe Town. There is plenty of parking out the front of the building, and our studio is wheelchair / pram accessible using a ramp at the side. If you need us for anything, the office number is (02) 1224 5678

Client: "Great - what should she wear on the free trial day? And how much will it cost if she signs up for regular classes?"

Staff Member: "She can wear anything that is comfortable and makes her feel special. Bare feet is fine. If she chooses to continue, we have a special rate of \$60 per month to do both of the classes"

Client: "Great! See you then!."

Staff Member: "Thanks Betty - we can't wait to meet you and Annie on Monday at 10am."

Client: "Me too! Bye."