



STUDENT ATTRACTION INTENSIVE

THE ENROLLMENT PROCESS



WELCOME TO

THE ENROLLMENT PROCESS

I want you to think about your current enrollment process for a minute. When a potential student or parent sends you an email or gives you a call, what process do you have in place to acquire them or their child as a student?

Do you have a process? More importantly, is every team member who takes an enquiry following this process?

Without an enrollment process in place, you will never achieve the level of success you are capable of as people will continually slip through the cracks. Very simply, this means they will end up at another studio!

Hopefully after last week you have fully mapped out your customer journey as it stands today along with some ideas that

you're going to implement to make their experience a pure delight!

This week I'm sharing with you my proven 11 step enrollment process, sales system, and templates for your sales scripts and emails.

It's important that you have your enrollment process set in concrete. Many dance studio owners have new enquiries coming through the door but they see them once and they never come again. In other cases, these prospects will book a trial and never turn up. You **MUST** put a solid enrollment process in place or this will happen time and again.

Resources for this week:

- 1. [11 Step Enrollment Process Template Here](#)**
- 2. [Sales System Scripts Here](#)**
- 3. [Follow Up Email Templates Here](#)**





step one TAKE THE ENQUIRY & BOOK CLASS

As soon as you receive an email or phone enquiry, you want to thank the parent and student and give them details on how they can book into a trial class (or something similar). This is also a good opportunity to build some credibility - basically explain WHY your dance studio is the place for them.

IMPORTANT: This conversation needs to be about what the **potential student** wants, not about how amazing your studio is (listening is key).

Below is a sample enquiry script for you and your admin team to use for new student enquiries:

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

Customer: "Yes, this is Betty."

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

Customer: "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 Trial Class Pass offer. Do you have a few minutes to chat?"

Customer: "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?"

Customer: "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?"

Customer: "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, right?"

Customer: "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?"



Customer: "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."

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

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

Customer: "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 PHONE."

Customer: "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"

Customer: "Great! See you then!"

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

Customer: "Me too! Bye."





I've also added below my 'email inquiry' template for dance studios that you can add to your saved responses so each incoming inquiry can be responded to quickly and comprehensively without having 'does this sound ok?' or 'does this make sense?' doubts in the back of their mind.

YOUR NEW CLIENT INQUIRY EMAIL TEMPLATE

Dear [insert customer name],

Thanks so much for your email, it is great to hear from you!

We'd love to provide more information about what's on offer at [insert your studio name]. One of the hallmarks of the team at [insert your studio name] is to find the 'perfect fit' when it comes to a dance class or style for each and every student - and I would be happy to extend this invitation to you as well.

We would love you to experience what it's like to share our love for dance so here is a FREE 7-day class pass to [insert your studio name], valid until the end of this month. To use the pass, please visit us before the end of the month and show our friendly office team this email, or simply call us on [insert your studio number] to book your place.

If you have any questions regarding the 7-day class pass or would like to sign up for a specific class, please call our team on [insert studio number] or contact me directly by replying to this email.

I have also attached to this email our current timetable and fee information for your convenience.

We look forward to seeing you soon!

Yours Sincerely,

[your name and studio]



step two

EMAIL CLASS CONFIRMATION

As soon as you or your office staff books the new student into the class, be sure you send a confirmation email to the parent or student with everything they need to know along with some of your commonly asked questions so they know *exactly* what to expect when they arrive (no surprises!).

Plus, advise them to arrive 15 minutes early so you can explain more about the studio and answer any of their questions (this is where you will do the pre-class consults - more on that in Step 4). Finally, add their contact details to your potential student database (for future marketing campaigns).

step three

24 HOUR “SEE YOU SOON” SMS

24 hours before their trial class, you should send an SMS with the class details, address, and phone number and have them text you back Y to confirm or call you to reschedule. This is a hugely important part of the enrollment process. If they are not going to attend you will certainly want to know and, more importantly, you will want to reschedule them for the next available class.

step four

PRE CLASS CONSULT

This is my “secret sauce” step. You or your office person will be expecting the family for their class, so make sure you already know their name and greet them warmly when they come into the studio. You then want to have what I like to call the “pre-class consult.” This is a 15 minute conversation with the family where you can assess their needs and provide them more information about why your studio is a great fit for them.

step five

INTRODUCTION TO THE TEACHER & CLASS BUDDY

Walk the student into class and introduce them to the teacher and have the teacher introduce them to a buddy for the class. Your teacher should have 3-5 buddies that they call upon regularly to look after students trialing your studio. This

automatically calms the student down and eliminates having them feeling like an outsider. When selecting your buddies, you want to ensure it's the happy, passionate and fun student (not the super competitive “I need to be front and center” student).



step six HOMEWORK - STICK STRATEGY

In the last 5 minutes of class, have the teacher leave the students with something to work on for next week. It may be to practice a combination they learned in groups that they will present at the start of class next week or maybe it's learning a song for next week's musical theatre class.

step seven AFTER CLASS FOLLOW UP

This is where I see too many studio owners drop the ball and let the student and parent leave without asking for the enrollment. Have a conversation about how things went in class and ask them to enroll. Ideally, they have tried a few classes that day and you can simply ask "So, what shall we get you enrolled in... both the jazz and tap classes?" Don't be afraid to ask for the sale.

step eight 24 HOUR CALL

At the end of their time at your studio, you would have let them know that you or your office staff will be in touch over the next day to answer any of their questions. You give them a call between 24-48 hours (no more than 48) and check in to see where they are at. At this point, you may want to offer an incentive like 50% off the enrollment fee or something similar. The idea is that you encourage them to put all their cards on the table so you can answer any objections and know where they stand. Important: Make sure your offer has an expiry date.

step nine 4 DAYS LATER EMAIL

Send an email after 4 days simply stating your offer to them again, remind them that it's expiring and that you would love to see them join your dance studio family. Make this personal and speak directly to them. You could also record a quick personal video to send to them - this has been effective for many of our Studio Success Formula program members.



step ten

7 DAYS LATER PHONE CALL

This is your last shot for now. Call the parent or student and check in with them. Let them know that you appreciate that life is busy but you just wanted to see if they had made a decision about enrolling in your studio. If their answer is not now (never treat a “no” as never), then add them to your “trialled but not enrolled” database so you can continue to keep in touch and stay top of mind.

step eleven

KEEP IN TOUCH

Be sure you send them an email within the next 30 days. It could be a newsletter, birthday email, class offer or something similar, but remember that them saying “no” doesn’t mean it’s no forever. Besides, keeping top of mind means you may even receive referrals from them.





STUDIO EXPERIENCE MUST-HAVES

In addition to the enrollment process, once you have converted your trial student to an enrolled student a great touch that will add to those special 'moments' we talked about earlier is to give them some type of welcome pack that might include:

- A branded folder
- Your studio handbook
- One-page information sheet

- A list of your studio values / vision
- Promotional magnet / pen / keychain
- Merchandise

Even if it's just a bunch of paperwork, you need to make it feel a little bit special - make them feel like they are starting to become part of the family. You also want them to fill out your enrollment form, your waivers and liability paperwork.



YOUR SALES SYSTEM

Becoming a 'salesperson' for your studio can be a hard mindset to jump into. It can be even more challenging to hand this over to other staff members if you don't have a clear sales system in place.

Below you will find:

- How to create a great sales introduction for your studio's offerings

- How to ask the right sales questions of potential dancers and their families
- Sales techniques to help you gain confidence and clarity
- How to overcome objections
- Your sample phone script to secure the sale

This is the perfect training for you to gain clarity on what your studio offers and to get your team waving the sales flag for you.



HOW TO CREATE A GREAT SALES INTRODUCTION FOR YOUR STUDIO'S OFFERINGS

Your studio's sales introduction is simply where you should be grabbing your potential student's or their parents attention and make them want to hear more about what you have to offer.

This will typically happen over the phone, email, messenger, livechat or in person once they have taken notice of your current marketing campaign. It also happens at events like market stalls or live performances where you get that special face-to-face time in your community.

Put simply, you want to take hold of their attention and move them smoothly to the next stage of the sales process.

There are four key elements to your dance studio's effective sales introduction:

- Introducing you
- Introducing your studio
- The 'problem' that you are solving
- Motivation to move to the next stage

INTRODUCING YOU

Introducing yourself to a potential customer may appear to be simple and straightforward, and usually it IS when you are having a casual conversation. But in a sales pitch, you should choose every word and sentence carefully and make sure they have the maximum positive impact.

Consider the sales angle you want to come from. Do you want to be perceived as: warm and friendly, cold objective and technical, an expert, or as someone with a lot in common with the prospect?

You want that first point of contact to clearly represent your studio's culture.





INTRODUCING YOUR STUDIO

Most people who contact you will know the name of your studio if they are the ones who have initiated contact, but the more you can get your studio name at the front of their mind the better. Think about how you will make your mark - will your potential customer recognise your studio's name, or would they be more familiar with some of your offerings? For example, if you have a preschool dance

franchise as part of your studio, you would also introduce that by name.

You may also want to add a potential benefit that your studio can deliver to each individual client. This could be a brief line about what you do, or what you have done for dancers who joined the studio with similar backgrounds and goals.



THE 'PROBLEM' THAT YOU ARE SOLVING

The 'problem' that your studio is going to solve must hit the button with the potential student and their families. There has to be a benefit, or a potential benefit, for them. Of course, the bigger the benefit presented... the more interest and attention you will get!

You can use a wide ranging general benefit, or a narrow specific benefit based upon

what you know about the person you are selling to. The most important point to remember is this: The problem you are solving has to be based upon benefits of your products or services and not just features. For example, the 'problem' your studio may be solving could be as simple as helping children gain confidence.



MOTIVATION TO MOVE TO THE NEXT STAGE

The final part of your studio's sales introduction is to motivate your potential customer to move with you to the next stage of the sales process: the sales questions stage. When you use a motivator, you are giving them a reason to move forward with you towards locking in the enrollment.

Your motivator can be as simple as: "to see if we can give you ...*[state a benefit: eg, a class that encourages your child's*

independence and confidence]...let me ask you a few questions."

This one line may not seem like a big deal but it works as a link to connect the two sales stages. The move from the sales introduction to the questioning stage can often be where objections and hesitations arise. Stating a potential benefit as a reason why they should answer your questions can get you past this vulnerable point in the selling process.

ASKING THE RIGHT QUESTIONS

The sales questioning stage is where you find out the needs, wants, and desires of your potential students and their families.

There are three things to remember at this stage of the sale:

1. You must have a structure to your questioning.

2. You must make the questions stage as briefly as possible.

3. The questioning should be interactive.

You want to learn as much relevant information as possible that will help you to enroll that student!





SALES QUESTIONS STRUCTURE

Customer journey maps need to be spread out to all your team members. This means creating maps that are simple to understand. Of course, don't worry about getting everything right straight out of the gate! Trust me, you won't. It's important to share warts and all so as a team you can really work through those challenges. Set your ego aside...you don't need to be right all the time! And remember, by putting the customer at the center of your business you will be focused on closing the gaps that exist so you can always provide that WOW experience!

KEEP IT BRIEF

To keep the questioning sales stage brief, make a list of all the information that you need from the prospect in order to form an informed class recommendation. This list would include their name, location, age, ability level, commitment level, etc.

Always end your sales questions stage by asking if there is anything questions they have, anything that they feel you have missed or not covered and make sure those things are covered.

KEEP IT INTERACTIVE

If you ask questions that require short (or yes/no) answers or if you move around from one topic to the other, your potential customers will have to think more about their reply between each question. If this happens, they may soon lose interest and start thinking of objections to end the call early.

Make your prospect feel comfortable! Let them know you are interested in them by having a thoughtful and detailed conversation with them.



Sales Tip #1

HIGHLIGHT WHAT IS IMPORTANT TO THE CUSTOMER

When the potential customer answered your sales questions in the previous stage, they will have given you an insight into what is most important to them first.

If you asked them an open question and they responded by talking with you about price, class times, their goals as a dancer, etc., you will know that these are the topics that are most important to them.

Sales Tip #2

BENEFITS, NOT FEATURES

A *feature* is just something that your studio has or does.

The benefits are what the dancer gains from the features!

Here's an easy example: The safety features of a new car, such as seatbelts and airbags, are the features. People do not buy cars because they want seat belts and air bags.

They buy cars with safety features because they want the benefits that these features will give them and their families. They want to know that they will be safe.

Present the benefits that your studio offers that meet the needs of the student (*psst... you found these out in the questions stage, so here is where to use them!*)





OVERCOMING SALES OBJECTIONS

Overcoming sales objections is a stage of the sales process that you use at any time during the sale to overcome obstacles and get the meeting with your customer back on track and focused on the benefits of your studio.

Here's a quick and easy objection process that you can start using today to increase your studio's sales:

1.

DEFINE THE OBSTACLE

Define the objection to the sale from the buyer's viewpoint and remember their objection may not exist in the real world... although it's real to them! An example may be *"My child is starting school next year, and I just think that dancing will be too much for them on top of this transition."*

2.

GAIN AGREEMENT TO THE DEFINITION

An important step, and one which many sales people miss, is to gain agreement that you have clearly identified the prospect's concerns. An easy way to do this is to repeat key words. Referring to the example above, you may say *"I understand your concerns that extra activities on top of (insert child's name) transition into school may be too much."*

It's important that you don't put words in their mouth! You may feel tempted to say "Oh yes, I understand that this can seem overwhelming and the last thing we want is to add any stress to tired or cranky children." This improper response conjures 5 new negative feelings around it. Even though you're empathizing, it's crucial that you reframe their concerns - don't recreate them.

PRESENT THE SOLUTION

Only present the benefits that will handle the objection. Answer the problems the potential dancer or their family sees. For example *"Our classes are tailored specifically for this age group to handle the transition to school seamlessly. From the social aspects to the following of instructions, taking turns, perseverance and growth-mindset in our classes we know that these young children are set up for a calm and fulfilling session from the moment they enter to studio until the moment they leave. We also have a 45-minute session for this reason, so that our children are given a class that best suits both their attention spans and physical needs."*

3.

ENROLL THE STUDENT

There is no need for trick closes or manipulation techniques. Unless there is another objection for you to define, agree and resolve, the above steps are where the main "closing" took place and took you one step closer to an enrolled student.

Your final sentences may sound like this: *"From what you've told me about (insert student name), it sounds like our studio would be a wonderful fit. I can see that we have vacancies in our (ABC) classes and would be happy to enroll you right here to ensure he/she doesn't miss out on a place. Which classes would you like to enroll in today?"*

4.

Important: Conversations like this can happen at any time before a trial class, following the trial class or upfront in an online enquiry. Always remember your goal is to enroll that student - you don't always need to offer a free trial if it isn't the offer that they have approached you for.

Important: Conversations like this can happen at any time before a trial class, following the trial class or upfront in an online enquiry. Always remember your goal is to enroll that student - you don't always need to offer a free trial if it isn't the offer that they have approached you for.

Turning your team into a sales-machine won't happen overnight, but once you have laid out this framework and provided all of the tools to help them confidently sell your products and services you are going to see some very real results in the studio.