

YOUR INNER CIRCLE SALES SYSTEM



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Becoming a 'salesperson' for your studio can be a hard mindset to jump into if you don't have a clear sales system in place.

IN THIS INNER CIRCLE SALES SYSTEM, YOU WILL FIND:

- How to create a great sales introduction for your studio's offerings
- Asking the right sales questions to 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

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 making 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 to move smoothly to the next stage of the sales process.

THERE ARE FOUR KEY ELEMENTS TO YOUR DANCE STUDIO'S EFFECTIVE SALES INTRODUCTION:

- Introducing you
- 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 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 you can help to project your chosen image with how you introduce yourself.

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 have done for dancers who have joined the studio with similar backgrounds and goals.

THE 'PROBLEM' THAT YOU ARE SOLVING

Your 'problem' that your studio solved must hit the button with the potential student and their families. There has to be a benefit, or a potential benefit, for them and the bigger the benefit, and 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 student 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. Make the questions stage as briefly as possible.
3. 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

You want to get your future students talking about what is important to them. To do that you should start each line of questioning with a wide open question. These are questions that start with: Tell me about. Explain to me. Give me a picture etc.

Follow this with open questions that start with who, what, where, when, and how, to gain more information and to keep them comfortable and confident that they have your full attention.

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 else, anything that you have missed or not covered.

KEEP IT INTERACTIVE

If you ask questions that require short 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, and 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, and have a 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 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 can gain from the features.

Here's an easy example: The safety features of a new car, such as seatbelts and air bags, 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, but it is still real to them and will stop the sale. 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 out, is to gain agreement that you have clearly identified the prospect's concerns. An easy way to do this is to repeat key words - in the above example, 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 here also that you don't put words in their mouth - you may feel tempted to say "Oh yes, I understand that this can seem so overwhelming and huge, and the last thing we want is to add any stress to tired or cranky children" which conjures 5 new negative feelings around it. Even though you're empathizing, it's key that you reframe their concerns - don't recreate them.

3. 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"

4. 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, then there were no more sales objections preventing a sale, 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 enrol you right here to ensure he/she doesn't miss out on a place. Which classes would you like to enrol in today?"

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 enrol that student - you don't always need to offer a free trial if it isn't the offer that they have approached you for.

[CLICK HERE TO UNLOCK YOUR CUSTOMIZABLE SALES SCRIPTS](#)



A-HA MOMENTS

1

2

3



TO DO

PRIORITY	WHAT	WHY	NOTES



GOOD IDEAS

IDEA	HOW TO IMPLEMENT/NOTES	TIMELINE



RESOURCES

TYPE	NAME	WHAT FOR



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