

OUTBOUND PHONE CALL SCRIPT

OUTBOUND PHONE CALL SCRIPT

EXAMPLE:

You are a personal trainer in a commercial gym and you pay a weekly rental fee to run your business underneath the roof of that facility. Your clients pay you directly and the gym supplies you with leads via new member sign ups that you can invite in to experience your PT service. You have the potential to sign these new gym members up as PT clients.

Here's a script template that you can use. With any phone call script, it's only as good as your ability to modify it and personalise it to suit the nature of your business.

Establish some rapport as soon as possible by being your authentic self. People will pick up if it's not the "real you".

HOW TO USE THIS TEMPLATE

- 1.** Read over the various sections so you can get a feel for the script
- 2.** Personalise each section to suit the nature of your business
- 3.** Complete your full version by joining each section together

1 INTRODUCTION

Hi (their name), it's (your name) calling from (your business / gym location), I know I've called unannounced & interrupted your day, so I'll be brief. The reason for my call today is to firstly welcome you to the gym.

My role as a coach is to see if one of our programs which are designed to help people get their results faster, may be of benefit to you.

Now, I have no idea if any of our programs will be of benefit to you, however, I wanted to make sure that you're aware of them.

To help both you and I determine if one of our programs may be of interest and benefit to you, I've got a couple of questions.

Is that cool?

2 TRANSITION QUESTION

The first question is.... Most people we speak to who have decided to join the gym do so because they want to lose a certain amount of weight, like 10-15 kgs and sometimes more.

For some people, it's because they have had an injury that has resulted in weight gain, pain, loss of energy etc and then we get those who'd like to simply put on lean muscle and increase strength.

(I would recommend using the example that you feel may be more in line with the person you are speaking to, male, female etc, but you won't truly know until you ask). By giving examples, we are attempting to give you a more detailed response. Rather than saying things like, to get fit, lose a bit of weight or just need to do something again.

Great, thanks for sharing this with me, as it helps to start understanding the true reason you joined the gym.

3 EXPLORATION

Out of curiosity, how long have you been wanting to achieve this goal for?

How much weight are we talking?

Find their pain points (dig deeper and deeper) depending on what they say.

Let's say they say; Build some more muscle.... Your response could be;

When you say build some more muscle, what would that look like when you have achieved this goal? Is there anything else about gaining more lean muscle that's important?

Example: Like getting stronger? And what is it about becoming stronger that appeals to you?

What is the main reason you've not been able to achieve this goal so far?

Is it a lack of understanding of how to train and eat correctly to reach these goals?

For a lot of our clients, it is that along with no specific accountability or specific programming. Which one of them would fit for you and is there anything else you would add?

Why is this goal important for you to achieve?

When they tell you, once again, remember to be human and thank them for sharing this information. They need to know that you are 100% in the moment and listening with the intentions of understanding and not reading off a script and sounding like a robot.

So, even though you may be reading off the script to start, it is your job to practice so that you eventually sound natural and more importantly, so that you truly listen to their answers. The sooner your script is only used as a reminder to tick the boxes, the better and more natural it will become. Then, you become better at being 100% present and asking more questions based on what they have told you.

4

ACKNOWLEDGE YOU CAN HELP

(Person's name) I really appreciate you answering my questions as it's helping me to understand why you joined the gym and the goals which are important for you to achieve.

Based on what you've told me so far, I hear that achieving (state the goals they told you) is really important for you, but the main thing that could hold you back from achieving them is a lack of (state what it was).

Would you agree and have I got that correct?

(Now you know what their main goals are, you can use your USP)

5

DISCUSS YOUR NEXT STEP (SOLUTION)

(Their Name), if we could show you how our (Name of the program that best fits their goals) rapidly gets results for the clients we work with, would you be open-minded to learning more?

Okay, so based on what you've told me, it makes sense to book you in for our 45-minute consult where we explore a little bit further into your goals, desires and what you think may be holding you back from getting to your goals.

If I believe we have a solution for you, that's when we'll go through the different programs and options, we have available.

This includes the different inclusions and investments of time and money.

What happens next is.... I'll give you my professional opinion on what I believe is the best option/program to achieve your goals.

Then, if you have any specific questions, we can cover off on them, so you'll have all the information you require to make an educated decision on the day. It's at this point that I'll know if you are an ideal client for us to work with.

Given that you are, I'll then ask if you'd also like to start working with us and that will be a simple "Yes or No".

Does that make sense?

Does everything we've discussed align with your thinking? **(They respond YES)**

6

DISCUSS YOUR NEXT STEP (SOLUTION)

NOTE: Your Job is to then explore any potential Objections Upfront:

Transition Statement Example: Ok great. Sounds like this is certainly something worth both of us exploring further. I just have a couple more questions to ensure the agenda for our meeting is clear.

If after exploring what I just explained, are you the only person involved in the decision making on the day?

Or

Do you have a partner/significant other who may need to be involved?

Yes/No - If Yes, it's then up to you to ask specific questions around this.

Is your Partner supportive of your goals?

Is your partner supportive emotionally & financially?

What part does the partner play and do you need to have a meeting with both of them?

7

COMMITMENT QUESTIONS

Depending upon how much rapport you have built, and how the conversation is flowing you might choose to venture down the path of these questions. However, if you do feel that you are 'not quite there yet', then these are also questions that could be covered during the sales consultation.

Question 1: One of the most important questions we ask anyone before we work with them is, are they coachable?

So (name) are you coachable?

Question 2: To achieve these goals will involve an investment of time, energy and money. Are you ready and willing to invest time, energy and money to achieve your goals?

Question 3: From what you've heard and seen from us so far, do you feel like we are the people that can assist you to achieve these goals?

Here, you are looking for a firm 'yes' and then you can ask the next question;

Why is that the case?

Thank you for honestly answering these questions. It truly helps both of us to know that this is something worth exploring.

8

WRAP UP AND CONFIRMATION

Your job here is to book them into a date and time for the consultation.

You can then send and explain what happens next or before the session.

Are they required to complete any forms, for example pre-exercise screening?

Can they expect a confirmation email and SMS prior to their consult?

Is there anything you can send prior to their session to build your credibility?

Testimonials and example case studies of others who have used your service and got results.

You can send a video SMS confirmation to further impress them.

What happens next is that I will send through a link to some documentation for you to complete ASAP. It's our exercise screening questionnaire, nutrition sheets, disclaimer for exercise. This allows me to turn up to the meeting fully prepared.

I'll send you a calendar invite with all details and you'll be hearing from me via email / SMS as I will send through a bit more info about us as a company and I'll share a few of our client success stories.

I'll also double confirm the appointment, so keep an eye out for that.

I'm genuinely excited that we can help you achieve this (state goal) and I look forward to the possibility of welcoming you to our wonderful community.

Complete Your Full Outbound Call Script Here