



Bonus!

# SCRIPT SWIPE:

## TURN TRIALS INTO STUDENTS IN SECONDS

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### TURN TRIALS INTO STUDENTS IN SECONDS

Having a well-crafted script is the cornerstone of successful lead conversion. It provides a structured framework to guide interactions with potential customers, ensuring consistency and effectiveness in communication.

This script will help you stay focused on key messaging points, addresses common objections, and highlights the unique value proposition of your offering. By following this script, you can navigate conversations confidently, build rapport with prospects, and ultimately increase your chances of converting leads into loyal customers. It's not just about what you say, but how you say it – and this script equips you with the tools to deliver your message persuasively and convincingly!

### AFTER CLASS FOLLOW UP

🧑‍🎓 **Staff Member:** Thank you for joining us today, [Parent's Name] and [Child's Name]! Your teacher said you did awesome! I saw you make lots of friends today and I really saw your confidence shine! Did you have a good time?

🧑‍🎓 **Child:** Yes!! It was so much fun!

🧑‍🎓 **Staff Member:** Awesome! So, what shall we get you enrolled in... both ballet and jazz?

🧑‍🎓 **Parent:** Well, my child is starting school this year, and I worry that dancing will be too much for them on top of this transition.

🧑‍🎓 **Staff Member:** I understand your concerns that extra activities on top of your child's transition into school may be too much. Our classes are tailored specifically for this age group to handle the school transition 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 our children are given a class that best suits their attention spans and physical needs.

🧑‍🎓 **Parent:** Oh, that's true. It will be great for those skills to be reinforced here in dance.

🧑‍🎓 **Staff Member:** From what you've told me about [Child's Name], it sounds like our studio would be a wonderful fit. I can see that we have vacancies in our [Class Name] 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?

🧑‍🎓 **Parent:** Let's do Mondays at 10am!



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