



# Phone Mastery

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Training Document



## Why the phone is NOT Dead!

### Using the phone for success

Find out here how to use the phone and in particular calls to make the biggest impact that you can.

For many health businesses they feel as though email and texts on an individual level are faster and better forms of communication. Read on through this document to find out why that is precisely untrue. In fact the best way to ensure sales success is to become a master of communication and in particular using phone calls for success.

We of course understand that for large scale group communications of course group email is a great tool (when supported by the phone) but to engage one person in a personal conversation the ONLY successful way outside of a face to face meeting is by having a well crafted call.

Many times our clients will ask us with questions like “Check out this email we received, how do you think we should respond?” - Our answer is always the same. Ring them. If you have not got their number yet (eg. they have messaged on FB or similar) then use the [Text Price response card](#) from the SAOR hub.

Now you might be asking why is the phone and calling better than the other options, eg. FB messages, DMs, texts, emails etc. Well simply put, we in the fitness space sell an emotional service and you cannot truly build strong personalised emotion via any text based method of communication. This is probably the biggest reason why we will always recommend phone calls, you can actually build emotion on an individual level and thus humanity.

So armed with the above information and the below training document we are sure that you will take on the challenge of phone mastery.

### Health Sales Communication Methods

Method	Benefits	Limitations
Text Message	Bulk Send benefits	Can lead to long winded back and forth no outcome messaging.
Email	Bulk Send benefits	Can lead to long winded back and forth no outcome messaging.
Social Media Message	Casual convos can occur	Can lead to long winded back and forth no outcome messaging.
Phone Conversation	Build emotion and connection - Custom Conversations	Need to become skilled at phone calls to be able to really make an impact. Many no answers.
Face to Face Chat*	Full range of human connection including non verbals. Can leverage technology eg Google Hangouts to have face to face.	Can be most timely communication



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## Communication

Communication in terms of sales is crucial to success and the key to understand here is the non verbals which may be escaping many of us.

Our verbal messaging is communicated via the words that we use. The verbal message is of course an important part of our communication, but the way we communicate nonverbally is equally, and sometimes more, important.

### Nonverbal communication includes the following:

- Tone of voice
- Rate and volume of speech
- How we articulate our words
- Rhythm, intonation and stress placed on words
- Facial expression
- The amount of eye contact we make
- Gestures/touch
- Body language and posturing

Research shows that when we communicate feelings and attitudes, only a small percentage of our overall message comes from the words we use. - 55% of our message comes from body language (especially from movements of the small muscles around the eye which can convey shock, disbelief, doubt or disgust) - 38% of our message comes from the tone of voice - Only 7% of our message is conveyed by the words we use (Mehrabian, 2007). So as you can see from the above, the sooner we can take the conversation to a face to face chat the better BUT in the interim the best option is the phone call or video call if possible.

## Why Phone Conversations?

- Best way to get someone to like, know and trust you (outside of face to face)
- Can 'lead the call' the right way when well trained
- Puts you in control
- Can easily get prospect to book appointment to the next stage - face to face meetings/purchase
- Can negotiate and stop people from backing out before they commence eg objection handling on the 'start process' not able to do this on text platforms
- Can really gauge the person on the other end with tone, accent, energy etc
- Use your skill sets eg. motivational language, positive energy and more to motivate
- People become more likely to show for appointments as they feel like they 'know you'
- People way more likely to open up to someone that they know that a text message
- Helps you truly find the root cause for their interest



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## Keys to Phone Mastery

Learn some of the key items to phone mastery

- Use the Mystery Shop checklist with a partner to see where you stand and how you go
- The phone can be challenging and awkward to begin with but remember ultimately the goal is to get the person in front of you to help them change their life!
- Always remember to just be 'normal' and talk to them like you would in real life. No need to overthink this process. Our key phrase here is '*don't be a weirdo*', sometimes when people put a phone conversation between them and a prospect they act strange. Just think that you are there with the person chatting.
- Always use the LEGO style for phone calls
  - ◆ L - Location where do you live/work
  - ◆ E - Experience what sort/type have you had in relation to the service we are now discussing
  - ◆ G - What are the goals of the person, get specific
  - ◆ O - Get to Yes and get a Soft close or opt in.
- Use deflection questioning where applicable
- Make sure your tone is on point before ALL CALLS
- Take control by giving this or that questions
- Use the recap function option, eg *that's great so it sounds like you want to lose 5Kgs by Xmas is that right?*
- Always be asking questions..
- Try multiple times and get over the fact that you will not be amazing on your first few calls
- It is a skill like any, you MUST Practice
- Of the 20 you call, you will get many no answers and many no interests but continue as when you do connect it will be a great experience once you follow the script
- Block out dedicated time to make sales calls. They require their own time slot and energy focus. We call these Call Blocks. Book your first weekly Call Block this week for at least one hour.
- Always learn the script but importantly make it your own. Don't come across as 'Robotic'



## Using the script

Without a script most people flounder on a call so please use the below as a gauge on how to use your script for success. Editable versions can be found in the [Share Drive](#). See below inbound and outbound calls. Both have the same major elements bar a different introduction.

## Inbound Call

### THE ANSWER

Q.Thank you for calling **\*Business Name\***, you're speaking with **\*Name\***, how can I help you today?

*Response*

Q.Brilliant, I will get **\*Sales person name\*** to give you all of that information, let me pass you through now. Just before I pass you across, I'll just grab your name again if that's Ok? (Ideally you will be listening but you go with spelling etc...)

OR

Q. Brilliant, well you've called at the right time because your speaking to **\*Name\*** and I can definitely help you and give you all the information you require.

*Response*

Q.And just while I have you what is your mobile number just in case this line goes down? (If they are calling on private a great tool to use)

*Response*

## Outbound Call

### THE ANSWER

Q.Hello is this **\*Prospect name\***?

*Response*

Q. Hi **\*Prospect Name\***, it's **\*Name\*** here calling from **\*Business Name\***, how are you?

*Response*

Q. You're probably wondering why I'm giving you a call today?

Q. The reason for my call today is :

1. You popped your details down for our Competition recently at **business name**
2. Your friend **referee name** who became a member here has popped you down on her VIP list which means you get access to some benefits which is pretty cool!
3. We spoke recently at the **event name** and had a good chat about your health and fitness
4. You registered your interest in getting your results at **business name** on our website recently.

5. **Any other reason**

*Response*



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Q. Brilliant, so with that in mind I am calling you to let you know that:

1. You have actually qualified for a complimentary session here at **business name**.
2. Your friend has gifted you with a complimentary VIP Access session and also the option for a membership which is pretty cool hey?
3. I wanted to follow up with you from our previous conversations as you seemed interested and wanted to catch up again
4. We are interested in catching up with yourself here at **business name** and taking you through our Training trial program.
5. **Any other reason**

*Response*

## MOVE IT ALONG

Q. Cool, So look I presume you are interested in your health and fitness (*or the outcomes you deliver eg. online fitness business coaching service may say, I presume you're interested in your business growth*)?

*Response*

Q. Great - so before I give you all the Information required and just so that I can find out a bit more about you, is it OK if I ask you a couple of quick questions about you and your previous training habits?

*Response*

Q. Cool, so firstly just so I know how was it that you heard about us here at **\*Business Name\***?

*Response*

Q. That's good to hear. We have had lots of people come through here from **\*Referral reason\***. Well I am glad you've got in touch now.

*Response*

## BUILD HUMANITY

Q. Build in some personal connection here - think like a detective listen for background noise, accent, strange name, driving etc... Use this to build some humanity into the call. *Eg oh it sounds like you have the kids in the background, I'd say they keep you busy hey?*

*Response*

## THE NEEDS - GET THE L.E.G.O

Q. OK, So are you living around **\*Location\***? And whereabouts are you based for work? **(L)**

*Response*

YES - That's handy, so we will be convenient for you then. Great to hear as you will have no excuses not to visit!

NO - Well, that is a bit of a commute from your area but many of our members/clients travel from far and wide, we even have one member who travels from **\*Distant location that they travel from\***

*Response*



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Q. With work/uni what times are you general in work/uni etc? (Gives us an idea when they could be free to come in generally)

*Response*

Q. I presume now you are interested in your health and fitness/interested in getting some degree of fitness activity happening in your world?

*Response*

YES - Great, well it sounds like you are ready to make a change

NO - That's OK, well at least we can provide you with some information and maybe you will become interested afterwards

Q. And what sort of experience of training/exercise have you done in the past? (E)

*Response*

Q. Is this a new venture for you or have you been involved in fitness before?

*Response*

NO PREVIOUS EXERCISE - Ok, well don't worry many people like yourself start from scratch and become really comfortable in our facility really quick.

PREVIOUS EXERCISE - Great, well you will get off to a flying start here with your previous fitness history and it is good to see that you still have a love for all things fitness.

Q. How many times a week will you be planning on training this time around? 1,2,3 or maybe even more?

*Response*

3+ Nice, Well at that rate you will start to see some results really fast!

2 or less - Good to see that you are at least getting active and we can look at helping you increase the amount of times you are training once you get into the swing of things if you'd like.

Q. In relation to getting started on your health and fitness with us here at **\*Business Name\*** what is it that you are looking to achieve? Do you have a specific goal in mind? (G)

*Response*

YES - That's great we always think it's useful to have a SMART goal in mind and that one sounds really tangible and you can definitely get there with some hard work and time.

NO - OK well at least you are making a start by coming in, most people either pick like a weight loss goal or muscle gain which of those two are you looking for more so?

Q. Well that's a great goal and one that can be achieved with the right approach so it is great that you have called us here.

*Response*

Q. In the past you mentioned you have been into other gyms/facilities/activities - What did you like about those?

*Response*



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Q. And the opposite of that, what did you dislike about it? I am just wondering why you are training there anymore really?

*Response*

Q. Oh OK, well we hope that **\*Reason for leaving old location\*** won't be an issue here because we **\*rectify issue preframe\*** eg. Prospect I left my old gym because it was too busy Business, well don't worry here we cap the classes to 10 attendees so you will never feel like it's too busy.

*Response*

Q. And I presume if you were to enjoy your time here at **\*business name\*** you'd be looking at getting somewhere to train ongoing yeah? **(O)**

*Response*

## THE RECAP

Cool, OK **\*Name\*** so just to recap, you are looking to get started on training at least **\*times per week\*** focusing on **\*mentioned areas/style\*** to help close in on **\*goal\*** (specific) does that sound about right?

*Response*

Q. Great, well all of that information gives me a better understanding of what it is you want to do here at **\*Business name\***. From here the next thing to do really is to invite you down to the **\*Facility name\*** and bring you for a quick tour and show you some options?

*Response*

Q. What I would love to do is invite you down to the club here and show you everything that we have to offer and run you through some of the programs too...

*Response*

## THE APPOINTMENT

Q. OK, You mentioned you finish/start work at **\*Insert time\***, I have two options where you can come in for a chat/a training session today, one at 9am and the other at 10am which of those two would suit you best?

*Response*

9am - Lovely, well I will see you then. A reminder my name is **\*Name\*** and I will meet you at **\*Location\* at \*time\***.

Not sure - That's OK but we do need to secure a time as we are in between sessions and looking after our clients. **Re-Attempt or attempt tomorrow.** Look if you can't make it today, I do have some time slots available tomorrow as well, how would the same time tomorrow work for you?

*Response*

Q. Now **\*Prospect name\*** most people feel comfortable bringing along a friend? Who was it you wanted to bring along from your friend/family/work group?

*Response*



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YES - Ok brilliant, If I can grab \*Referrals name/number\* I will add them in our system and make sure we look after them too :)

NO - That's OK, Well have a think about it and when you get here if someone comes to mind let me know and I'll see if I can help them out too!

## ***CAN'T WAIT TO SEE YOU***

That's fantastic and all booked in here for you now. Now I will prepare some **\*fitness items\*** between now and our chat so that when you come in I can really give you some value that regardless of what you do tomorrow you can take away from the meeting.

Can't wait to see you soon! Have a great day.

See yeah!

## ***CLOSE CALL AND ENTER THE DETAILS INTO YOUR CRM (CLIENT RELATIONSHIP MANAGEMENT) SYSTEM***



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Finish this Training Session By Completing the Following Questions:

1. Complete your own 'mystery shop' on your service, get someone else to call you or your brand and get direct feedback?
2. Try reading through the script 2 or 3 times or until you 'get in'?
3. Ensure that you make at least 5 'Spoken to calls' where you actually connect with a prospect?
4. Note how you went on each call? Pros and cons? Outcomes? What was the biggest thing you noticed across these calls?
5. Know the key points of each call - Answer, move along, humanity, LEGO, Recap, Appointment, Can't wait to see you, close call and enter details into CRM?
6. Ring your first 20 prospects armed with the script? And once completed add notes into CRM
7. Schedule a time to complete calls each week known as Call Blocks - Put aside a dedicated hour per week (minimum) to dive into direct sales calls and stick to this timeslot.
8. Go to the share drive and download the version of script that is closest to your business and adjust to make it on brand and your way?
9. Ensure that you have a branded Voicemail as you begin making outbound calls in a Call Block, post this call block you will get large call backs and if you are busy they will go to VM. Please ensure you have a branded VM to add a business element that is commonly overlooked.



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## Extra Resources:

- [Mystery Shop Guide](#)
- [Scripts \(editable\)](#)
- [Text Price Response Guide](#)