

CHINESE SHAO-LIN CENTER

PHONE FORMAT FOR SUCCESS!

ANSWERING THE PHONE:

“Chinese Shao-Lin Center, this is (your first name here), How Can I Help You?” – assistants, please do not modify!

You have 2 different kinds of callers: those who are calling for Shao-Lin Kung-Fu and everybody else. For those interested in the Shao-Lin Kung-Fu, continue below. For everyone else, keep phone use to a minimum...

“I’m interested in classes... I’m calling about classes... I’d like some info.... Etc...”

“The Center is open Tues,Weds,Thurs 5pm-8:30pm, Sats 10am-12:30pm..pls come by for a free brochure & to see classes in session...at that time we can answer all your questions in detail...”

Beginners have over 30 hours of class & practice time each month available to them – Some students only come in 1 or 2 days per week / others may come in all 4 days a week...we have students who come in from (your outskirts) for classes, and others who work full-time and/or go to college in the evenings and can only attend 1 day a week... whatever fits your schedule?...

Remember the “new” Tai Chi memberships @ \$25/mth for 1 Yr Memb.

Thank you for calling about classes... Feel free to come in and observe classes this evening/today and receive a free brochure. When you come in, We can answer, in detail, any questions that you might have.

We’re located at _____ . Are you familiar with the area? We’re right near _____, in between _____, across from _____, etc...

POSSIBLE PHONE QUESTIONS AND PROBLEMS:

1. HOW MUCH ARE CLASSES

Well, beginners have over 7 hours of classes per week available to them – that’s over 30 hours a month! **Classes can be as low as a \$40 per month with a 1 year membership / or you can just choose to attend month to month. After the 1st month of attending classes, watching the advanced classes that follow or precede yours, and talking w/ Senior students, you’ll know if *Kung Fu* is your cup of TEA?!**

2. WHAT IS IT THAT YOU TEACH?

We teach traditional Shao-Lin Kung-Fu. It’s considered the origin of all the martial arts from the Orient. It includes animal and empty hand styles, 18 classical weapons and internal styles, such as Tai chi chuan. When you come visit, you can observe classes in session & we can tell you about the areas of training that we offer.

3. CALLER BECOMES LONG-WINDED WITH PERSONAL INFORMATION

“I’m sorry to interrupt you, but we’re in the middle of classes right now. If you’d like to come in, we can talk further and you can observe classes and pick up a free brochure. We’re located.....”

4. CALLER INTERRUPTS AND CONTINUES TO ASK A TON OF QUESTIONS.

“The Free Brochure will answer all your questions. If you’d like to come in, we can talk further and you can observe classes and pick up a free brochure. We’re located.....”

5. CALLER BECOMES RUDE

“I appreciate your interest, but I have a class in progress. Thanks for calling!” HANG UP

6. CALLER PUTS YOU ON HOLD, ORDERS A PIZZA (with cheese), AND SITS DOWN TO WATCH THE OLD KUNG-FU EPISODES (on VHS)!

Send your worst student out to locate the caller. Tell them not to return to classes until they have completed the task... But seriously – if anyone has any more suggestions and/or scenarios, PLEASE ADD ON!

THE #1 SOLUTION FOR ALMOST EVERYTHING:

“Well, if you don’t mind, I’m right in the middle of classes right now, but if you’d like to come in, I’d be happy to answer any questions you might have in detail and you can watch a class in progress.” – Caller should almost feel uneasy about interrupting you during classes. Tell them it’s okay, you’re glad they called, and reiterate that they should come visit.

ON THE PHONE:

- SOUND PROFESSIONAL!
- SOUND POSITIVE!
- SOUND CONFIDENT!
- SOUND ENERGETIC!
- BE BRIEF

- DON'T ANSWER QUESTIONS
 - NO MORE THAN **60 SECONDS** FROM WHEN YOU PICK UP THE PHONE
- YOU KNOW YOU'RE DOING IT RIGHT:**
- **DON'T ANSWER ANY QUESTIONS ON THE PHONE**
 - ANSWER ALL THEIR QUESTIONS AT THE DESK, ***BEFORE THEY EVEN ASK!***