

# Sales Success: Calling Prospects

The Ultimate Phone Guide for  
Dance Studio Owners

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# True or False

**True or False:** It's easy to guide a mom to to the perfect class for her child when she's standing in my studio

**True or False:** It's just as easy to pick up the phone and call a mom who inquired through our website and help her find that same trial class over the phone.

Hi, I'm Bryce and I'm one of the founders of Dance Motion Marketing. For the last three years we've been helping dance studio owners get organized, inspired, and find the courage to rapidly grow their businesses.

We do this by working side-by-side with our studio clients - not as consultants - but as a true partner to our clients with our team shouldering some burden and helping you succeed.

After speaking with hundreds of Dance Studio I'd bet my bottom dollar that you said *True to question 1 and False to question 2.*

Here's why: the phone feels scary... but it doesn't have too. In the next pages I want to show you how to you can eliminate all your phone-fears and use it to RAPIDLY grow your studio business.

You your success



Bryce Conlan

Co-Founder | [Dance Motion Marketing](#)

A handwritten signature in black ink, appearing to read 'Bryce Conlan', written in a cursive style.

# Contents

## **Preparation**

Three Types of Leads .....	4
Your Opening Line .....	5
Beginning with the end in mind.....	7
Before your begin.....	9

## **Perfect Sales Script**

All You Need to Know.....	10
The Script.....	11
Common Objections.....	12
Voice Messages.....	13

## **Getting more leads**

How to get more leads.....	14
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# 3 Types of Leads

Before you ever pick up the phone to call a lead, it's important to know what KIND of lead they are. Generally speaking, leads fall into three main categories.

**Brand New leads:** are people who have recently shown interest in the dance studio. They may have just asked about classes or programs, and they are usually very enthusiastic and eager to join. These leads are excited and ready to respond quickly to any information or offers provided by the dance studio. It's important for the studio to engage with these leads promptly and provide them with all the necessary details to ensure their excitement translates into actual participation.

**Cooling leads** are individuals who had previously expressed interest in the dance studio but haven't been in touch for a while. Maybe some time has passed since they last reached out or received any updates. These leads need to be re-activated by the studio. It's important to reconnect with them and remind them of the studio's offerings, benefits, and any new updates or promotions. By reigniting their interest, the studio can encourage them to become active participants once again.

**Non-responsive leads** are those who initially showed interest in the dance studio but haven't responded to any of the studio's attempts to reach out, whether through email or text messages. Despite previous engagement, there has been silence from their end. In such cases, it becomes necessary for the dance studio to take a more proactive approach. The studio may need to make a direct phone call to these leads to establish communication and understand their level of interest. This personal touch can help determine if there are any underlying concerns or if they are simply no longer interested.



# Your Opening Line

Based on the type of lead you'll be calling you may want to use one of these opening lines to get the conversation going

## Brand New Lead:

Hey **NAME**, it's **YOURNAME** from **STUDIONAME**. I saw that you recently reached about getting **CHILD NAME** involved in dance and I just wanted to say hello...*(pause to let them respond, now follow the script)*

## Cooling lead:

Hi **NAME**, it's **YOURNAME** from **STUDIONAME** and I am so sorry that it's taken me so long to get back to you. *(pause)* I'm reaching out today because I want to make sure you've found some place for **CHILD NAME** to dance this **SEASON/TERM**...*(now follow the script)*

## Non-Responsive lead:

Hey **NAME**, it's **YOURNAME** from **STUDIONAME**. You had reached out a while ago about dance classes for **ChildName** but we haven't heard from you. Have you given up on dance classes for **CHILD NAME**?

*(Wait for response)*

## Worksheet

# Your Opening Line

Space has been provided below for you to craft your own opening lines for each of the three lead types. Remember to use your own voice and let your personality shine through.

### **Brand New Lead:**

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### **Cooling lead:**

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### **Non-Responsive lead:**

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# Beginning With the End in Mind

Think you're ready to start dialing? Not quite! Knowing WHERE you want the conversation to end up is an important step in guiding the conversation well.

Knowing what action step you're going to ask your dance leads to take before making the call is crucial for several reasons. Firstly, it helps avoid any confusion or hesitation during the conversation. When you have a clear objective in mind, you can confidently guide the discussion towards that specific action, ensuring that both parties are on the same page. This clarity helps to project confidence and professionalism, reassuring your potential customers that you know what you're doing.

Secondly, deciding in advance what you're going to ask your leads to do helps to calm any nerves you may have before making the call. By having a predetermined plan, you can focus on delivering your message effectively and addressing any concerns or questions they may have. This preparation allows you to approach the call with a composed and confident demeanor, which can positively impact the impression you make on your leads.

Lastly, having a clear action step in mind before the call allows you to set expectations and goals for your soon-to-be customers. By clearly communicating what you want them to do, whether it's scheduling a trial class or signing up for a specific program, you give them a clear path to follow and make it easier for them to make a decision.

What action step will you ask your leads to take?

- Sign up on the phone?
- Commit to a trial?
- Will you send them a link?
- Call you back?

## Worksheet

# Beginning With the End in Mind

Space has been provided below for you to craft your own call to action for each of the three lead types. Remember to use your own voice and let your personality shine through.

### **Brand New Lead:**

What will you ask your lead to do?: \_\_\_\_\_

What do they need to know to be successful?: \_\_\_\_\_

\_\_\_\_\_

### **Cooling lead:**

What will you ask your lead to do?: \_\_\_\_\_

What do they need to know to be successful?: \_\_\_\_\_

\_\_\_\_\_

### **Non-Responsive lead:**

What will you ask your lead to do?: \_\_\_\_\_

What do they need to know to be successful?: \_\_\_\_\_

\_\_\_\_\_

# Before You Begin

Now, it's time to make some calls.

## **To prepare for the call:**

- Be in a quiet room with no interruptions
- Have their inquiry with you with you
- Get you class schedule printed out and in front of you
- Have something to take notes on/with
- Use phone with headphones
- Get present & into state - focus
- Dial and start call

## **Remember**

- Release attachment to yes - we're here to serve not sell
- You have no offer and don't know what's best until they tell you the gap.
- Believe in your capacity to impact.
- Take the lead in the conversation
- Challenge objections hard when you can help.
- Be raw, honest and real.
- Ask questions, then silence. Make them work for it as this flips the power.
- People buy from people they know, like and trust buying from.

# All You Need to Know

There's only 4 things you need to know - and you know this already even if you don't KNOW you know this.

- Child's age (your opt in forms should be doing this for you)
- What experience do they have
- What style of dance (if applicable)  
What days times work best

Feel free to make this script your own and ask the questions in a way that feels most natural to YOU! There's nothing magic about the script below, it's merely a guide to help you find your footing as you grow your confidence.



# Perfect Phone Sales Script

*(First use your opening line - if mom wants to talk use the script below)*

**Studio:** Tell me about [CHILD NAME], have they ever danced before?

*Prospect: Yes she has / No she hasn't.*

**Studio:** And are based on your current schedule, would a week night or a weekend be better for you?

*Prospect: Oh I think the weekend would be great*

**Studio:** Great! And is there a particular class you're looking at for [CHILD NAME]? For the [age group] year olds we offer [CLASS 1] on [DAY & TIME], or [CLASS 2] on [DAY & TIME].

Which one of those would you like to try (first)?

*Prospect: Oh I think class 1 would be amazing.*

*[they may have question at this point. Just answer them clearly and concisely. When they are satisfied move on to the next step]*

**Studio:** Amazing! I'm happy to schedule your trial class right now. Would you like me to put you down for this [DAY], or next week?

*Prospect: Yes please*

**Studio:** Ok, I'll take care of that. I'm about to go ahead and confirm your spot. As soon as I do, you'll receive an automated confirmation with all the info you need to prepare for class

# Common Objections

## **Now's not a good time**

No problem, is there a better time that I can call back?

## **We're already found another studio**

Ok! Thanks for letting me know! I'm thrilled that [child name] has found a dance home! Over the course of the year we have free events and activities - would you like to be notified of those?

(If yes tag them appropriately, if no, say goodbye)

## **They're not interested (general)**

Thanks for letting me know. I'm curious, what changed between when you reached out and now?

## **I have no money.**

**Studio:** Okay...I understand that finances can be a challenge, and we always do our best to work with people in this scenario. Let me ask you this, is this something you really want to do? Because if it's not a good fit, that is okay, too.

Prospect: Oh no, I want to do it.

Studio: So how can we make this happen for you?

## **Unspoken concerns:**

Studio: Is there something in particular you need to think about that we can discuss right now? *(then talk about that)*

# Voice Messages

Lead didn't pick up? No problem. Try these VMs! Don't forget to make them your own and let your confidence shine through!

## Brand New Lead:

Hey [NAME], it's [YOURNAME] from [STUDIO NAME]. I saw that you recently reached about getting [CHILD NAME] involved in dance and I just wanted to say hello. I'd love to help you find a class that [CHILD NAME] will love and that works with your schedule. Give me a call back at [STUDIO NUMBER] or if you'd prefer to text that works too.

## Cooling lead:

Hey [NAME], it's [YOURNAME] from [STUDIO NAME] and I am so sorry that it's taken me so long to get back to you. I'm reaching out today because I want to make sure you've found some place for [CHILD NAME] to dance this [SEASON/TERM]. If you've already found a dance home then no need to reach back out but if you're still looking then please call or text me at [STUDIO NUMBER] and I can help you find a class that [CHILD NAME] will love and that works with your schedule. Have a great day.

## Non-Responsive lead:

Hey NAME, it's YOURNAME from STUDIO NAME. You had reached out a while ago about dance classes for ChildName but we haven't heard from you. Have you given up on dance classes for CHILD NAME? If you have given up then no need to reach back out but if you're still looking then please call or text me at [STUDIO NUMBER] and I can help you find a class that [CHILD NAME] will love and that works with your schedule. Have a great day.

# Need More Leads?

The sad truth is many studios with great programs fail simply because too few people are finding you.

We work with studio owners to attract more soon-to-be dancers by working side-by-side with our studio clients - not as consultants - but as a true partner with our team shouldering some burden and helping you succeed.

What we do can be broken down into a few buckets:

- **Lead generation:** our team will build and manage high-conversion FB ads to attract new customers
- **Lead management:** we've build some VERY cool software to make managing and following up with your leads simple and effective whether you're a team of 1 or a full staff.
- **Accountability:** monthly calls to make sure that you're focusing on the right things and on track to meet your goals
- **Community:** have a tribe of friendly, supportive studio owners in your corner 24/7 willing to help you process, solve, and accelerate your growth

If you're ready to grow your studio business but don't know where to start, if you're feeling lonely in your studio ownership journey, if you've got big dreams but keep failing to reach your goals... click the button below and let's see if there's an opportunity to partner up.

[Let's Talk](#)