Telephone Enquiry Support Sheet

THIS IS PURELY A GUIDELINE AND NOT TO BE USED AS A SCRIPT!

"Hi my name is (your name), can I take your name please (wait for name) (insert name into Telephone Enquiry Card) - how may i help you?"

(Prospect "Can you tell me how much your membership is?" (Or another question.)

You must always continue:
"I'd be happy to give you SOME information; - firstly I NEED to ask you a few questions to identify what you are looking for"

"How did you hear about the club?" (record source response)
"What do you WANT to achieve from using the club?"
(record aims and goals response)

(prospect) "I would like to achieve…"

"We can DEFINITELY help you to achieve (repeat their goal)…. Have you seen our Club?"

(If they haven't invite them down for a free visit if they have simply invite them back in to meet you and maybe use the Club as your guest)

"(Their name) because you haven't seen the club what I would like to suggest is that you come in, - let me show you the areas that will help you to achieve your aim of (repeat their goal), when is a good time for you, today or maybe tomorrow or later in the week?" (notice the option is given ensuring they do not have the opportunity to say NO easily)

(Confirm a day and then using the open questioning arrange a time)

"Morning or afternoon?" (from this answer create 2 possible time options for them)
"I can show you the club at (suggest time) or (suggest a different time)?"
(specific non hour times make you sound busier)
(record date and appointment onto telephone enquiry card)

(WRAP UP) (confirm full contact details)
"And your full name is?"
"And your contact number is?"
"Do you know where we are?"

"I look forward to seeing you on (day) at (time). When you get here just ask for myself, my name is (give your name)"

"Thanks for calling (their name)."

And finally
If you are not going to make the appointment then you must get the prospects full name, address email and contact telephone number for future follow up. To obtain this offer to send information. Only do this if you are unable to get an appointment from the prospect.

QHOTELS