

## **Blitz45 Facebook Transformation Promotion Script**

**Purpose:** The blitz45 goal is to provide crystal clear training on how to communicate and book QUALITY appointments from inquiries through the Facebook transformation promotion.

**Biggest Pitfall to AVOID:** Leaving a negative impression, being too pushy and having low energy on the phone.

**Opener:** Most Important thing is smiling through the phone.

**Mindset:** We're looking to understand where they are and where they want to go to see if we can help. If we can help, we present a solution (sitting down with us in person or on the next call for us to help them build out a fitness program.

### **Success Checklist:**

- Be strong friendly & genuine
- Be respectful yet persistent if they're busy  
(Not forceful/rude, but playful and ask if they have a few minutes)
- Make sure they're not in the middle of something  
(Driving, dropping kids off, getting a haircut, etc.)
- We're doing them a service (Give) vs. we want them to do something for us (Take)
- Identify goals and label (It seems, it sounds...) to communicate understanding  
(Use their own words, if they say "I want to lose muffin top" say "Got it, so it seems like we want to lose that muffin top")
- Strong questions that point out the pain  
(Go through exercise, nutrition & motivation, are one or all three missing?)  
(If there's no urgency, ask them skillfully why there's no urgency)

- If they're already exercising, ask why not do it on their own
- Obtain commitment for scheduled appointment vs. pushing appointment onto them (When to lean in vs. lean out)
- "We have X & Y spots open still; do you want either of those?"
- No concerns or any and all concerns addressed & ended on a positive note

### **Script:**

\_\_\_\_\_“(Name) - How’s it going!” “This is \_\_\_\_\_(Your Name) from blitz45 \_\_\_\_\_location. Did I catch you at a good time?” \*Smiling\*

Great! We see that you applied for our 12-week transformation offer on Facebook. We’re getting a tremendous amount of people interested in our program so I wanted to reach out to learn about your goals if you’ve got a minute?”

“Awesome, so typically on the first call, we want to discuss your fitness goals.

What got your interest about our program? Were you looking to lose weight? Tone up? Put on muscle?”

### **Script (IF they seem rushed):**

I understand I can always call back, unless you have 5-10 minutes now? Just don’t want you to lose your spot or anything...”

*If they do... continue, if they don't, reschedule call back.*

Great! So, it looks like you're looking to lose weight, firm tone up and build strength.

"Help me understand why this is important to you?"

"And what makes you wanting to do it now and not before?"

Ok, are you doing anything at the moment as far as exercise and nutrition goes?"

If yes, say how is that working out for you?

"I see, so what do you think is missing to get to your goal?"

\*If they seem to be in good shape -" Why not do it on your own?"

That makes sense, and do you think if there was someone to hold you accountable, it'd help?"

Okay, so with this goal (REPEAT GOAL) ... (NAME), is this something you're looking to do now? Or is this a later kind of thing?"

### **Solution/Close**

"Makes sense. Okay in that case, based on everything you're telling me \_\_\_\_\_(NAME), I know we can help. So, for us the next step is to block out some time for you so we can dig deeper into your fitness goals and show you the benefits and how you

can reach those goals. We are really busy because of so much interest in the program, so I will leave it up to you, is this worth setting up?"

Great! Let me get the calendar pulled up...

We can save a spot on \_\_\_\_\_ or \_\_\_\_\_ which day is better? I have morning afternoon or evening open which is best? Morning ok I have 9 am 10:15am or 11am which is best?

Great, I am saving that spot just for you and having my master trainer driving over to be there so if something comes up where you will be early or late, please give me a call, can you do that for me?

### ***Addressing Concerns***

We're located at: (Location).

***Money:*** If you are asked about Money "So how much is it?! How much does it cost?!"

"Great question. So, we have multiple versions of this program, it'll come down to your goals and program that will work the best for you. I can tell you this: It will not be the cost that will stop you from doing this as it will be affordable, it would have to be another reason not to move forward with the program. So, looking forward to meeting you on \_\_\_\_\_ at \_\_\_\_\_. Good By

If they STILL continue...

**\*SOFT/NON-COMBATIVE TONE\***

\_\_\_\_\_ (Name), so if you're looking to make a decision on what's most important to you, your health, based just on price, this probably wouldn't make sense. The clients that we take on get the best results because they make a decision based on what will help them get to their goals, not because one program is a little cheaper or a little more expensive than the other. To be honest, we do prefer to keep it this way. So, it's up to you, if this is actually important and a priority for you, I'm happy to make offer you that spot.

Time - "Maybe, but I'm not sure if I have the time"

"Okay, when will it work for you instead?"

"We have an opening at \_\_\_\_\_ and another at \_\_\_\_\_, do either one of those spots work better for you?"

Okay, if that doesn't work, how often were you planning on working out? 3 times per week?"

"Okay so that's like every other day, right? Great! when does it work better for you this week?"

If they seem noncommittal...

Okay, So \_\_\_\_\_ (Name) is this really a priority for you? Because at the end of the day there'll never really be a right time, right? it's not like life just stops for us to prioritize our health. So, is this actually important to you? If so, you just need to put aside the time to meet with us and see if the program fits your fitness needs and goals. If not, that's

alright as well, but it's important to know that you are procrastinating and putting off your health once again.

Program - "What's the program? What's the (OFFER)?"

It's a proven program that helps people reach their fitness goals through a proven process of exercise, nutrition and accountability. It all depends on your goal. If this is really important to you, I'm happy to reserve this spot for you. Give a choice of days and times and close for the last time.

"Awesome, \_\_\_\_\_(Name) we're looking forward to meeting you!"