

My Gym Sales Manual

Scripts for Birthday Party Sales

It's clear, My Gym parties are the best! The sale is typically easy when selling a party to a person that has attended a party in the past. Those parties sell themselves. It is a little harder to sell a parent a party if they have never attended one. They usually have a lot of questions and want a lot of details. Being patient and providing the potential client with everything they need is very important in closing the sale.

It's also important to understand that any gym inquiry can also be a party inquiry. If someone calls/emails for class, camp, or PNO info for instance, pay special attention to the child's birth date, and if it's within the next 1-6 months, be sure to also pitch the client on a My Gym party.

General Tips on Scripts

1. Be natural and speak confidently. A script is only a guideline. It's fine for you to change a word or two here and there if necessary to make the script more comfortable for you to deliver.
2. Rehearse the script thoroughly prior to placing the call, and get clear on your objective – to book that party!
3. If you have taught the parent/child previously, use this relationship to open the conversation.
4. Privacy issues:
 - a. We recommend making calls between 9 AM and 7 PM. Calling earlier or later can be awkward, or there may even be laws prohibiting calls outside of those hours.
 - i. Exception: If you are returning a phone call, it is OK to return the call an hour earlier or later than stated.
 - b. Referencing the child in the conversation: When calling a parent who is a nonmember, or a member who has not been enrolled for a long time, it is sometimes best not to refer to the child by name. It is also inadvisable to state that you know the child has a birthday coming up. Parents may become concerned when information about their children is collected and saved. There may also be privacy issues in certain states.
5. Scripts are a great tool, but their usefulness is limited. In general, a salesperson will rely on scripts only until he/she has achieved an increased level of confidence and expertise when selling the product. Once this new level is reached, the scripts may still be used as a reference, but they are typically no longer utilized on a daily basis. Your owner/director will work with you to help you reach this level.

Notes on Selling Birthday Parties

- Be excited – this is a celebration!
- Be professional, but speak almost as you would to a friend.
- As with class sales, building a sense of urgency is very important to closing the sale and booking the party.
- If you are asked early in the conversation about pricing, it is best to “redirect” the client in your response (see example).

Scripts for Birthday Parties

1. **STEP #1: Preliminary Questions** (Once you have a client on the phone or in person)
 - a. Ask the age the birthday child will be turning so that you can tailor the description of the party.
 - b. Inquire about the desired date for the party.
 - i. This will help create a sense of urgency and also save time. Many people will inquire about party dates for which the gym is already booked.
 - c. Example:
 - i. Caller: *Hi, I was wondering, how much are your parties?*
 - ii. Response Option #1: *Oh...how exciting! How old will your child be on his or her birthday? Terrific! 4-year-olds' parties are a blast at My Gym, and we make it such a special event! If you don't mind, can I check on the party date you are interested in? We book several months in advance, and it's possible we are already booked.*
 - iii. Response Option #2: *How fun! Parties at My Gym are awesome! Well, we have varying prices and packages. I'll need to get a bit more information. How old will your child be? Great! 3-year-olds' parties are so much fun...and so special too. OK, well, since we book several months in advance, let me check to see if we're even available. What date were you planning to have Joey's party?*
2. **STEP #2: Describe the Party.**
 - a. Inquire if they have ever attended a My Gym party or class in the past. Also inquire if they are My Gym members.
 - b. Describe the party and experience as it pertains to the birthday child, to the children who attend, and to the parents who host the party.
 - c. Example: (Conversation is continued from previous example.)
 - i. Caller: *His birthday is June 15th.*
 - ii. Response Option #1: *Whoa... We have been getting lots of calls about that weekend. As of now, we do have some availability around the 15th. Are you My Gym members? OK...and have you ever been to a party at My Gym?*
 - iii. Response Option #2: *OK, give me a second... Looks like we are sold out the weekend before...and good news! Looks like we do have a few spots available around the 15th. Let me tell you about our parties. Have you ever been to a My Gym party or class? Are you My Gym members, by chance?*

Important Notes: The conversation can take many different paths going forward. If the client has recently been to a party or is a member, you may be able to quickly explain the party and prices and then move on to booking. On the other hand, sometimes a My Gym member - even one who has recently attended a party - will be the one to ask the most questions. If the client has never been to the gym for a class or party, you will likely need to explain all the details. We have laid out a few examples below. Your pitch will need to be adjusted appropriately.

- iv. Caller: *We (have/haven't) been to a party before.*
- v. Response Option #1: *OK. Well...our parties are 90 mins long, and we run all sorts of different games, relays, rides and fun activities. We incorporate lively music, puppets and the children's imaginations into almost all of the games. The best part is that your child will be the focus of the entire party because all of the games are centered on him (or her). We really do our best to make the birthday child feel very special. Another great thing about My Gym parties is that the parents will have a blast as well. You won't be sharing your space with other people. You and your guests will enjoy exclusive use of our entire gym!*
- vi. Response Option #2: *We have been doing parties for over (___) years. We have hundreds of games and activities we could run for Joey at his party. Based on the ages and number of children attending, we pick the ones that best suit the needs of the group. A few of the games we may play are Snowball Throws, Parachute Games, Bolster Relay, and our special Space Flight! This is no ordinary party! There's always fun music in the background to create an exciting environment. The great thing is that the children have (___) hours of nonstop fun and exhilarating activities, while you are able to relax with your guests, take pictures, and just enjoy the party.*
- vii. Response Option #3: *We have such fun birthday parties for (___)-year-olds! You will have 2 party specialists running your party, and we all take great pride in running awesome parties! We have several options and packages to choose from; but, regardless of the package, the birthday (boy/girl) will have such a great time and feel so special! Plus...your friends and family have exclusive use of our entire state-of-the-art facility. As far as the activities, we run a structured party with tons of games, rides and activities throughout. We balance this out by providing enough time for the children to just run around and explore. Some activities include puppet shows, parachute games, Space Flight, and our special My Gym Birthday March!"*
- viii. Response Option #4: *We'll have 2 awesome teachers running your 1 ½ hour party. Once we know the ages and number of children attending, we will put together a program that suits the group and the birthday child specifically. Whether children are shy or outgoing, we know how to handle things so that everyone has a great time. The (___) hours are structured and full of games and activities, but we also provide enough time for the children to explore the gym and play on their own. Some of the games, relays and rides are original activities your guests have probably never seen before – like Snowball Throws, Bolster Relays, a Bubblestorm, and our very special My Gym Birthday March! We'll also help you set up your food, serve the pizza and refreshments you choose, and handle the cleanup, of course. You'll have a great party and no mess at home!"*
- ix. Other points or key selling phrases to incorporate into the conversation when appropriate:

- 1) If you attempt to describe the party but the client is simply interested in the price, it is OK to give the pricing information and then try to come back to the explanation of the activities.
- 2) *"You will enjoy exclusive use of our entire (____) square foot facility! It's (air conditioned/heated), so everyone will be comfortable regardless of the weather."*
- 3) *"Parties are for up to (____) children. We can accommodate more, but there is a fee for each additional child."*
- 4) *"You will have 2 experienced party specialists/supervisors."*
- 5) *"We have been running parties for over (____) years!"*
- 6) *"We offer several upgrades you can purchase separately to add to your party package."*
- 7) *"The facility is very clean and safe, and all equipment is appropriately adjusted for your child's age."*
- 8) *"We often do parties for children who are shy or do not enjoy being the center of attention. If this is the case, we can plan specific activities that Joey and his guests will enjoy."*
- 9) For a non-member: *"One of the best ways to find out what we are all about is to come to the gym for classes! This way, we'll get to know Joey, and he can get acclimated to the gym and activities. We offer a wonderful trial offer where you can try a week of classes for just \$29!"*

3. STEP #3: Book the Party.

- a. Give pricing information.
- b. Further inquire about the desired date and time for the party.
- c. Explain applicable policies.
 - i. Example #1: *We have (____) great party packages to choose from. Are you near a computer? I can walk you through what each package includes, so we can find the one that best suits your needs. (Explain prices/packages.) If you book today, I can guarantee you that spot; otherwise, I have to let you know that it may be gone when you call back.*
 - ii. Example #2: *(Explain prices/packages). As I mentioned, our parties usually book 2-3 months in advance. Is there a specific day and time you would like to reserve?*
 - iii. Example #3: *Do you have any other questions? (Explain prices/packages.) To secure your spot, I would suggest reserving the party today. We get calls to book parties all throughout the day, and your ideal time may no longer be available.*
 - iv. Example #4: *(Explain prices and packages.) We have the (dates and times) available. I can secure one of these spots for you today with a deposit over the phone.*

Any applicable gym policies such as nonrefundable deposits, number of children, confirmation forms, etc. are not covered in these scripts. These policies can vary from one location to the next. Please be clear on your gym's policies prior to booking a party.