



Basic Sales Script

We have two programs in our school. We have the black belt program and the basic program.

White through Black Belt Training Curriculum

Now, our black belt program is white through black belt training curriculum.

Leadership Life Skills

We also have our leadership life skills program. We do the six tasks. The six tasks program is six different tasks that the students have to complete before they earn their black belt. For example we talk about respect all the time but they have to fill out this book with fifty acts of random kindness and record it. So, they are intentionally looking for the next respectful act. It is attitudinal. And they understand respect on a different level. We also have a Teamwork book. The most important team is the family. They have to perform 50 helps around the house. And then, Perseverance, where I pick out a technique for them to do 1,000 times.

Weapon Training Systems

They also learn their weapons training.

Sparring Training Systems

They learn how to spar,

Unlimited Class Attendance

they can come to as many classes as they want.

Access to all School Seminars

They have access to all our school seminars.

Instructor Training Programs



And our instructor training programs come out of the black belt club. We have junior and adult instructor programs. That is something that I went through and what brought me to where I am today.

- But is a three year commitment and he's not ready for that yet. So we start everybody on the basic program which is ONLY six months.

Basic Program

Stances, Blocks, Kicks, Strikes

This is where they learn basic American freestyle karate with all the stances, the blocks, the kicks, strikes like we did today.

1-2 Classes per Week

And we want them in class one to two times a week.

Self Defense Skills Practical Basic Fundamentals

They also learn self defense skills like that wrist grab and each belt level has different grabs to get out of.

Physical Conditioning Program Coordination, Strength, Flexibility

We also have our physical conditioning program. We like to say "We like them to leave sweating smiling and learning".

White, Yellow, and Orange Belt Belts awarded at formal graduation \$50

Now in six months they should be able to go through the first three belts. They are awarded the white belt in their first group class if they do a good class. And yellow and orange belts are awarded at a formal graduation and they are fifty dollars apiece, for the belt and certification.



Classroom Life Skills Training Self Control, Respect, Self Discipline

And we also teach the classroom life skills that go with those three belts. Like for example white belt, Johnny the word is what? Self control—control your mouth and body. And yellow belt is Respect, be nice to people and things. Self discipline—doing what you know you should do even when it's inconvenient.

Sign Up

Now there are two ways that you can enroll in our school. No matter how you do it you still get your free thirty days.

(FLIP THE PAGE)

You can take your thirty days free, all you have to buy a uniform and that is fifty dollars and at the end of the thirty days it is 195 down and 129 a month for six months.

Or, if you enroll today, we have an early enrollment incentive (START SLASHING) We take a 100 dollars off so it's only 95 dollars to enroll. So you save 100 dollars and we throw in a free uniform so you save 50 more dollars for a total of 150 dollars. And it is 129 a month for six months but the first payment is not due until thirty days from now so you STILL get your thirty days free. How does that sound?

(SHUT UP!!!)

(collect down payment first—95)

Now there is another way to save money. We hire a billing company to do all our billing for us because we don't even want to fool with that part of the business. We just want to focus on teaching karate. So 129 times 6 equals 774 dollars. If you pay for the program up front we take another 100 dollars off so it is 674 dollars and you save a total of 250 dollars today. Can you do that?

Let me do this, if I can split this payment into two monthly payments of 337 one today and one next month, and we still give you the same discount, can you do that?

(SHUT UP!!!)

OVERCOMING OBJECTION BASIC PROGRAM BULLETS

I can't afford it.

Is it the **downpayment** or **monthly** payment?

If someone asks, "What is the downpayment?"

(The downpayment is a portion of the overall tuition to make the monthly payments less.)



Down payment

Well that's ok, just pay half now and half in two weeks (month).

Absorb it in the monthly tuition.

If someone does not have money today, they can post date a check or give their credit or debit card to run at a later date.

Monthly payment

How much did you have budgeted for Johnny's martial art classes?

(129) Can you do 32 dollars a week?

Attendance based

Well, I am NOT going to let money get in the way of "Johnny" taking martial art classes!

Typically a person attends eight times a month. If you came only 6 it would come to only 96 dollars a month, how does that sound?

How about 24 dollars a week

We have a once a week program, for 60 dollars. ***I would strongly suggest and I think you would agree...***

Family Members

Limit attendance

Offer percentage off (February)

If someone does not have money today, they can post date a check or give their credit or debit card to run at a later date.

Time... 6 months

Six months is no time.

You can cancel with a 30 days notice.

First 30 day money back guarantee.

Sports

70 percent of our students play sports, that is no problem. The tuition schedule is set up on time, but the program is finished when he gets his purple belt.

If the client does not have the money now, have them write a post dated check, or get the debit or credit card number and run it upon the agreed date.