Consultation Pre-Qualifying Phone Script

Hi \_\_\_\_\_\_\_\_\_\_\_, this is <Your Name> from <Your Company> returning your call regarding our personal training program.

**Have I reached you at a good time? Great.**

OR if taking inbound calls… “I’m calling about personal training.”

**Great. Thanks for your call. I’d be glad to help…**

*Continue…*

1. Tell me a little bit about yourself and your fitness goals.

2. Are you exercising or following any type of fitness program right now?

Ok, great.

Great, then let me give you a little more information about how we work with our clients.

Currently we offer complete 12-week programs in which we cover everything you need to know to get the best results possible from your fitness program.

This means we spend a lot of time working with our clients on both the nutrition AND the exercise components that are required for achieving serious results. We have clients that come for just program design and then follow through with programs on their own (either at home or in the gym) and we also have clients that meet with us anywhere from 3–4 times/week depending on their goals, motivation, and budget. (Personalize this with program description, whatever that may be.)

But all the programs are generally a 12-week initial commitment. The investment runs anywhere from $400 to $800 per month (and up) depending on which option you choose and what’s best for you.

**Is that in your budget?**

If no, get information and refer on.

If yes, continue to pre-qualify.

Great! The next step is to schedule your consultation. Consultations generally take 30 minutes. My next available appointments are \_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_. Which works best for you?

Great. During our consultation, I’ll ask you some more questions, we’ll review your goals in more detail, and then, if we have a good fit, I’ll present our different program options to you. Providing you like what we have to offer, I’ll ask you to make a decision about committing to your goals and one of our programs. You can answer yes or no, and either answer is ok. (Up-front contract to make a decision, gets rid of think-it-overs.)

Is that alright with you?

Great!

Before we go, I want to share with you that when many of our current clients were making a decision about working with us, they preferred to review the information with their spouse or family member before committing to a program. And frankly, <Prospect Name>, we encourage it because having a good support system at home is important to making a lifetime commitment to your health and fitness goals.   
  
So, may I ask if you like our program and we have a good fit, is there anyone else involved in the decision of you joining our program?

* Yes? Great! Then what we’d really like to do is have \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ join us for your consultation so we can give you both a good overview of the program. That way you can both have all the information you need to make the best decision for you and ensure success with your program from the start. And, in fact, if \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is unable to attend your consultation, then please give us a call to reschedule for a time when you can both be present. Ok?
* No? Great! Then I look forward to speaking with you on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Confirm date, time and tell them you look forward to meeting with them!

**NOTE:** Capture contact info (name, phone, email, mailing address) so you can send a follow-up reminder email with date/time of appointment, directions, and more.