

HOW TO

Convert a
Phone Lead

5 STEPS

to ACE
your Secret
Shop



1) Get the lead's name and number

- say your name at the beginning of the call.
- ask for the caller's name and number

2) Show excitement and positive enthusiasm about your spa

- list examples of why your spa is #1
- assure the lead that the treatment has great results
- share brief positive personal feedback about the treatment
- Create friendly rapport with the lead

3) Show knowledge of the treatment

- give the best highlights of the treatment quickly
- explain that more detailed info can be given in the consultation

4) Answer the "Cost Question" in an advantageous way

- say your disclaimer about how a consultation is needed to be able to give an accurate price quote BUT...
- give the lowest price range that makes sense for the treatment
- mention the promos
- mention any available financing

5) Ask to schedule a consultation

- avoid asking, "Would you like to schedule a consultation?"
- Use engaging phrasing like: "We have a free consultation available tomorrow at noon?"
May I book that for you? or "Would you prefer a morning/weekend appointment?"

Follow Up:

- using the "Post-Phone Follow Up" text template send a text to the lead
- set a "task" in the app to follow up in a few days.