



EVB COPY - KidStrong: The KidStrong Sales Process

Introduction to Sales Conversations

Sales.

It's a weighty word. And it's part of the foundation that will allow you and your team to do more of what you love: helping kids win at life

Take a moment to imagine your thriving KidStrong center one year from today:

- Your class schedules are at, or near, capacity.
- Coaches rave about how much they love their jobs.
- Your loyal KidStrong members are referring other new members every day.
- Your Center revenue is exceeding expectations.

Dream big! Maybe the majority of people you talk to are seeking the Center out because word is spreading so positively in the schools and in the community! All of these fun, positive outcomes can result when you take ownership of your approach to sales and deliver an amazing customer experience before and after someone becomes a member.

The KidStrong Sales Process

The KidStrong Sales Process gives you an idea of what you should do or say throughout a sales conversation.

To begin, review the sales process in the timeline that follows. Then, you'll have the opportunity to listen to excerpts of an ideal sales conversation.



KidStrong Sales Process Audio Examples

The following two audio sequences demonstrate ideal sales conversations that follow the KidStrong Sales Process. Review the one that most closely matches your situation:

- **OPEN CENTER:** An open Center, already in regular operation in a community.

- **PRE-SALE:** The Center is opening soon (and may offer promotional membership rates).



OPEN CENTER CALL

Select the audio clips on each card to review an ideal **OPEN CENTER** sales conversation that follows the step-by-step process.

Step 2

Establish Connection



KidStrong GM: Hi! This is Leora from KidStrong Frisco. May I speak with Jasmine, please?

Jasmine: This is Jasmine.

KidStrong GM: Hey Jasmine! Is this a good time for us to chat?

Jasmine: Yeah, I have a few minutes.

KidStrong GM: Great, I saw you were interested in our program and I was hoping to answer any questions you might have so we can get you signed up!

Terry: Sure, that'd be great!

Step 3

Get to Know Them



KidStrong GM: Fantastic. First, I'd love to know—how did you hear about us? What do you know about KidStrong?

Jasmine: Not much, just that my daughter's classmate goes there. Her mom says she takes a class every week and really likes it!

KidStrong GM: That's so great to hear! I love it when our members brag on us! What is her classmate's name?

Jasmine: Her name is Stephanie, and I think she's in the 6:15 class on Thursdays?

KidStrong GM: Yes! I know exactly who you are talking about. She is the sweetest; a real social butterfly! But, more importantly, tell me about your daughter. What is her name and how old is she?

Jasmine: Her name is Brittany. She just turned 8.

KidStrong GM: Nice! What activities is she currently involved with?

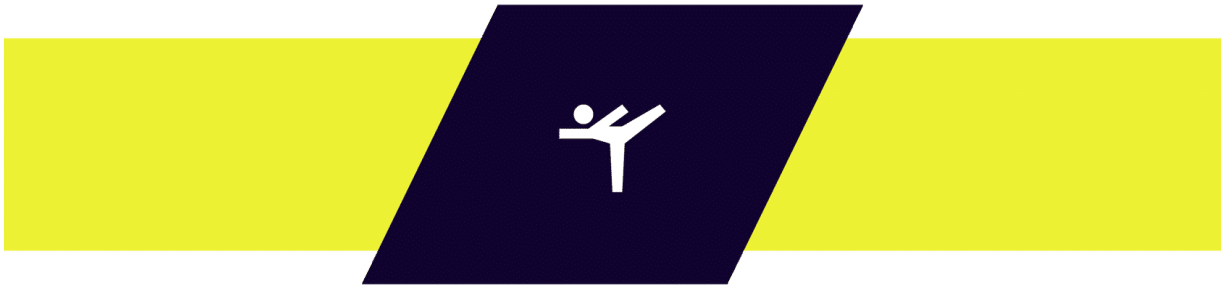
Jasmine: Well, she started dance and soccer last year. She likes them, but recently, she seems to be gravitating more toward climbing, jumping – real physical stuff, you know?

KidStrong GM: Yes, totally!! What goals do you have for Brittany, or how would you like to see her progress?

Jasmine: Yeah. I think I'd love to see her be more resilient and have more perseverance. She's sometimes quick to give up if she makes a mistake or falls, even if it's something she loves!. Do you have any climbing-focused activities?

Step 4

Show How KidStrong Can Help



KidStrong GM: Actually, we do! We have climbing ropes and box challenges, to name a few. Let me tell you a little more about us first. KidStrong is a science-based kids' training program that builds strong, confident, and high-character kids. We have weekly 45-minute, age-based classes where kids build over 30 essential skills with our curriculum, which is focused on a combination of character, physical, and cognitive development. So, Brittany will get plenty of opportunities to develop her physical skills! What makes KidStrong so special is how we also build confidence and character. With our structured progression and exciting challenges that change week over week, I think she'd love it and have so much fun while building resilience and perseverance!

Step 5

Discuss Membership and Class Options



Jasmine: Ok, that sounds cool. How much is it?

KidStrong GM: Let me tell you the current membership rates so you can pick the best option to get Brittany started! We have 2 membership options: a 6-month commitment and a month-to-month option. Our 6-month commitment is currently \$119/month and automatically rolls to a month-to-month option at the end of the 6-month period, keeping that lower membership rate throughout. Our other option is month-to-month, currently \$149/month, allowing you the flexibility of not having to commit for a minimum time. Both options allow for one makeup session per month (because life happens!), which you are able to book at your convenience on the Member App. There is a one-time Registration fee, valued at \$100, and it includes Brittany's Starter Kit that comes with her KidStrong jersey, a Rank poster, and a wristband, so she has everything she needs to get going at KidStrong! If you sign up today, Jasmine, we can discount that registration fee to only \$50!

Jasmine: Gotcha! Okay, that makes sense.

KidStrong GM: Awesome! Let's find a spot for Brittany! What day of the week or time of day will be most convenient for your family?

Jasmine: We could make Tuesday after school work most weeks, or do you have any space on Saturdays?

KidStrong GM: Sure. It looks like there's a spot for Brittany in our Tuesday afternoon class. We even have a spot in that Thursday class, if she wants to be in class with Stephanie!

Jasmine: Oh, that's good! I wasn't sure if it would be full already.

Step 6

Create Urgency



KidStrong GM: It's filling up quickly! Let's get you reserved in that class, Jasmine. All I need today to confirm your spot is that discounted registration fee and the first month's membership.

Jasmine: Um, okay... I'm just a little hesitant because I've seen other kids in Brittany's class get overcommitted to activities, and I don't want that for her. I thought this would be like a free-play gym space where we could show up at our own convenience, when it works for us.

Step 7

Overcome Objections



KidStrong GM: I get it. As a [parent/aunt/uncle/care provider] myself, I get it—schedules are hard, things add up, and it sounds like you’re looking for a fun place to enjoy some activity. At KidStrong, Brittany will be able to do just that while developing skills in a focused, 45-minute class that will transfer to activities and life outside of KidStrong!

Jasmine: That’s true, I guess I just don’t really understand what exactly she’ll be doing.

KidStrong GM: I hear you! I’m going to text you some information about our program, including a Class Overview and a video that explains all that we do. I’d love for you to share it with Brittany and your family! While I have you, though, some things you’d see her do in class are:

- The KidStrong affirmation: “I am strong. I am brave. I can do this.” We start and end each class with this, helping our kids rewire their mindset and build that positive inner voice.
- Our Competition block is my favorite, especially Tug of War and Tire Flips! It’s such a blast to watch the kids push through and work together for the win! This will really help Brittany develop that perseverance.
- Some other examples of something you’ll see in class which I think Brittany would love is during Move and Learn, where they work on movements like rope climbs, monkey

bars, rope and ring shimmies – all the things you mentioned she loves doing!

- I love that our KidStrong parents are present during class to watch the kids compete. You'll be there to cheer Brittany on and keep her going when she needs it. You'll also get to see that week-over-week development in real time.

I hope that helps you get a better feel for what we're about, and why other families, like Stephanie's, love it.

Jasmine: Wow, that really paints the picture a lot better for me. Thank you. Do you think she could try a class first?

KidStrong GM: Absolutely! We would love to have Brittany come in and try it out! Would this Thursday at 6:15 work for you?

Jasmine: Yes, that should work.

KidStrong GM: Great! I'll just need a little information from you to get that spot reserved. Let's start with Brittany's last name. Same as yours?

Jasmine: Yes, it's Brooks.

KidStrong GM: Perfect! What's Brittany's date of birth?

Jasmine: August 23rd, 2016

KidStrong GM: A Virgo! I have a one too, but she's 16! So, I have you registered in the 6:15 class this Thursday, May 22nd. Will the entire family be attending?

Jasmine: Umm, probably not. Do we have to? I'm not sure her Dad will be able to make it.

KidStrong GM: The first KidStrong class is such a special experience! We love when the whole family attends to celebrate it and be a part of such an awesome moment! We'd love to have everyone there, if possible.

Jasmine: Yeah, I'll have her Dad come with us then. But it'll probably just be me bringing her every week.

KidStrong GM: I get it! I did most of the chauffeuring to and from my kids' activities during the week. OK, the last thing I need from you is a credit card to put on file so we can reserve a spot in Thursday's class.

Jasmine: Oh, will I be billed for this class??

KidStrong GM: No ma'am. It's much like a hotel reservation so we can reserve her a spot – just in case we have more kids join! – and speed up your registration right after the trial class, when you sign up!

Jasmine: OK, that makes sense. Here you go...

Step 8

Complete Registration & Close-out



[KidStrong GM proceeds with processing CC/Debit card and collecting information, including email address if they didn't already have it in Glofox]

KidStrong GM: Alright! You are all set for your trial class on Thursday, May 22nd at 6:15 pm. Just a few things before we jump off the call:

- You will receive an email from GloFox, our membership management platform, that includes a link to the digital waiver you'll need to sign before you attend your first class. It's an electronic document, so a digital signature is fine.
- Arrive 10-15 minutes before class starts, so you can tour the center, meet your coaches, and get ready for an awesome first class! We'll have cubbies for Brittany to put her socks and shoes in, as she'll be barefoot on the blue floor. Have her dress in something comfortable, and bring bottled water as she'll be moving around a lot!
- Once class is done, I'll have that starter kit waiting for Brittany to take home with her. When you sign up right after class, I'll honor that discounted registration fee of \$50 for you! You'll get a reminder text on Wednesday, just in case your plans change and you need to reschedule! Do you have any questions for me right now?

Jasmine: No, I think I'm good for now. Thank you, I really appreciate your time, Leora. Brittany is going to be excited for this!

KidStrong GM: Us as well! Please reach out if anything comes up between now and Thursday. We look forward to seeing you'll then! Have a great day!

Jasmine: You as well. Bye!

KidStrong GM: Bye!

That's it!





PRE-SALE CALL

Select the audio clips on each page to review an ideal **PRE-SALE** sales conversation that follows the step-by-step process.

Note: This alternative script shows how the membership approach is different before a Center opens in a community.

Step 2

Establish Connection



KidStrong GM: Hi! This is Leora from KidStrong Frisco. May I speak with Jasmine, please?

Jasmine: This is Jasmine.

KidStrong GM: Hey Jasmine, how are you doing today?

Jasmine: I'm doing good!

KidStrong GM: Glad to hear that! Hey, is this a good time for us to chat?

Jasmine: Yeah, I have a few minutes.

KidStrong GM: Great, I saw you were interested in our program, and I was hoping to answer any questions you might have so we can get you signed up at our current pre-sale membership rate!

Jasmine: Sure, that'd be great!

Step 3

Get to Know Them



KidStrong GM: Fantastic. First, I'd love to know—how did you hear about us? What do you know about KidStrong?

Jasmine: Not much, I think I saw an ad on Instagram or Facebook.

KidStrong GM: Oh good! I'm so glad to hear our ads are reaching the families in our community! I'm going to jump into all things KidStrong, but first I'd love to hear about your Kid. What's their name and how old are they?

Jasmine: I have 2 kids, actually. Scott and Jordan. Scott is 8 and Jordan is almost 7.

KidStrong GM: Nice! They are close in age!

Jasmine: Yes, they are 16 months apart.

KidStrong GM: I totally get that! Mine are 14 months apart, so I've lived that life! It is not for the weak of heart!

Jasmine: (laughs) for sure!

KidStrong GM: OK, so let's chat about Scott first. Tell me a little about what he's doing for activities and some goals you might have for him.

Jasmine: He's currently in soccer and baseball, which he loves. He's pretty athletic! He has a hard time controlling his emotions though, especially when he loses because he's soooo competitive. I'd love to see him learn how to handle losing in a better way.

KidStrong GM: Thanks for sharing that! Losing can be hard sometimes, especially when you give your best effort and you really care, right? So what I'm hearing is that Scott needs to work on emotional regulation and building mental grit and resilience. What about Jordan?

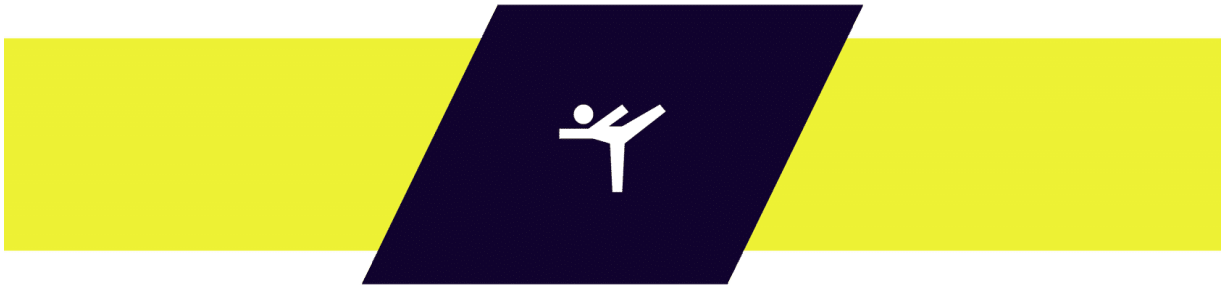
Jasmine: Well Jordan's totally different. He loves his books and his video games, and would honestly rather hang out at Target with me than play with his friends. He's kind of shy and I'd love to see him be more social with kids his age.

KidStrong GM: How interesting! They have very different superpowers. So, it sounds like Jordan could definitely benefit from more physical activity and building confidence, especially in social settings. Did I get that right?

Jasmine: Yes, you got it.

Step 4

Show How KidStrong can Help



KidStrong GM: Great! Well, KidStrong is perfect for Scott and Jordan. Let me tell you what we do here. KidStrong is a science-based kids' training program that builds strong, confident, and high-character kids. We have weekly 45-minute, age-based classes where kids build over 30 essential skills with our curriculum, which is focused on a combination of character, physical, and cognitive development.

So, for Scott, during blocks like Competition, he's going to learn how to be a team player, celebrate his wins, and cheer for his peers when they win. You'll see the coaches work with him in moments where he might let his emotions get ahead of him, and guide him on how to regulate that and be proud of his best effort. With Scott being athletic, he's going to shine during blocks like "High Skill" where we focus heavily on physical skills!

Now, for Jordan, he's going to love the Move and Learn part of class, where we merge physical and cognitive learning at the same time. Our affirmation – I am strong, I am brave, I can do this – is said at the start and end of every class, and that will help Jordan build that positive inner voice. Our Social Greeting is a great time for him to get comfortable with introducing himself and having a positive social interaction. In no time, he's going to be running up to a kid on the playground saying, "Hi, I'm Jordan. What's your name? Do you want to play?"

Jasmine: That sounds amazing. I would love that for them!

Step 5

Discuss membership and class options



KidStrong GM: Let me tell you about the current membership rates so you can pick the best option to get Scott and Jordan signed up today!" We have 2 membership options: a 6-month commitment and a month-to-month option. Our 6-month commitment is currently \$99/month and automatically rolls to a month-to-month option at the end of the 6-month period, keeping that lower membership rate throughout!

Our other option is month-to-month, currently \$119/month, and it allows you the flexibility of not having to commit for a minimum time. Both options allow for one makeup session per month, which you are able to book at your convenience on the Member App. Lastly, there is a one-time Registration fee for each kid, valued at \$100, and includes their Starter Kit, which comes with their KidStrong jersey, a Rank poster, and wristband, so they'll have everything they need to get going at KidStrong! Jasmine, if you sign up today, we can discount that registration fee to only \$50 each!

Jasmine: OK. So it'll be \$100 total today, instead of \$200?

KidStrong GM: Correct!

Jasmine: OK

Step 6

Create Urgency



KidStrong GM: Let's find a spot for the boys! What day of the week or time of day will be most convenient for your family?

Jasmine: We could make Wednesday after school work most weeks, or do you have any space on Saturdays?

KidStrongGM: Sure. It looks like there's a spot for Scott in our Wednesday 4:30 class, and a spot for Jordan in our 4:15 class. Our Saturday classes for them would be at 10:30 and 11:30.

Jasmine: Hmmm...I like the "back-to-back" better. I'm just wondering if that will conflict with Scott's soccer games though ...

KidStrong GM: Let's pencil you all in for the Wednesday classes then. Of course, if anything changes between now and when we open, we can definitely find other class times that would better fit your schedules.

KidStrong GM: All I need today to confirm your spot is that discounted registration fee for Scott and Jordan. Most members use Visa or Mastercard; which do you prefer, Jasmine?

Jasmine: Um, OK... I'm just a little hesitant because I'm not quite sure if they will like it.

Step 7

Overcome Objections



2:32

1x



KidStrong GM: As a [parent/aunt/uncle/care provider] myself, I get it— kids are temperamental. At KidStrong, the boys will be able to have a ton of fun while developing skills in a focused 45-minute class that will transfer to activities and life outside of KidStrong! Jasmine, I'm going to text you some information about our program, including a Class Overview and a video that explains all that we do! I'd love for you to share it with Scott, Jordan, and the family, so that they can get excited about KidStrong! For most families, you'll find it takes about 4-6 weeks to really get the hang of what we do, but more often than not, the kids are more upset about having to leave than they are about having to go to KidStrong! While I have you, though, just some things I think they are going to love about KidStrong are:

- Our Competition block is my favorite, especially tug-of-war and Tire Flips! It's such a blast to watch the kids push through and work together for the win, and they learn how to celebrate wins and best efforts! This will really help Scott build that grit and resilience.

Jasmine: OK, that sounds really cool! So, do they do the same games every week?

KidStrong GM: Actually, our programming builds week over week. You're going to see variations in what they do as they work towards mastering a specific skill in a programming cycle. Every week, during our Award Ceremony, the kids are recognized with

character-based awards when they show leadership, resilience, and we recognize progression throughout the program. We celebrate them big when they rank up through the KidStrong system! I hope that helps you get a better feel for what we're about, and why so many families love us!

Jasmine: Yeah, I think that really paints the picture a lot better for me. Thanks for taking the time to walk me through all of that.

KidStrong GM: Absolutely! Let's get you'll registered in those Wednesday classes, so we can reserve the current rate for you! Which membership works best? The 6-month or the month-to-month?

Jasmine: Yes, the 6-month should work.

KidStrong GM: Great! I'll just need a little information from you to get those spots reserved. Let's start with the boys' last name. Same as yours?

Jasmine: Yes, it's Johnson.

KidStrong GM: Perfect! What's Scott's date of birth?

Jasmine: August 23rd, 2016

KidStrong GM: A Virgo! I have a one too, but she's 16! And what's Jordan's date of birth?

Jasmine: December 18th, 2017

KidStrong GM: Perfect! I'm ready for that credit card!

Jasmine: OK. Here you go.....

Step 8

Complete Registration & Close-out



[KidStrong GM proceeds with processing CC/Debit card and collecting information, including email address if they didn't already have it in Glofox]

KidStrong GM: Alright, Jasmine! You are all set. You'll see a charge for \$100, which covers both boys' registration fees. We won't bill membership until we open, of course! Just a few things before we jump off the call:

- Closer to our opening date you will receive an email that will include instructions on how to sign your waiver and Terms of Service, as well as how to download the KidStrong Member App, where you'll be able to reserve or reschedule classes as needed, register for camp, book birthday parties or even just update your billing information.
- We will be in regular communication with you as we get closer to opening day! Be sure to follow our Facebook page for the most current updates and announcements. We'll be scheduling an Open House, when you can visit the center, pick up your Starter Kits, and meet our amazing coaches. In the meantime, of course, please feel free to reach out if you have any questions at all.

Jasmine: I do have a question, actually. When are ya'll opening?

KidStrong GM: Great question! We're looking to open late June, early July, pending things like city permits and stuff. But the center is close to being finished, and we're excited to have you all come check it out as soon as it is. So watch for those email and text announcements.

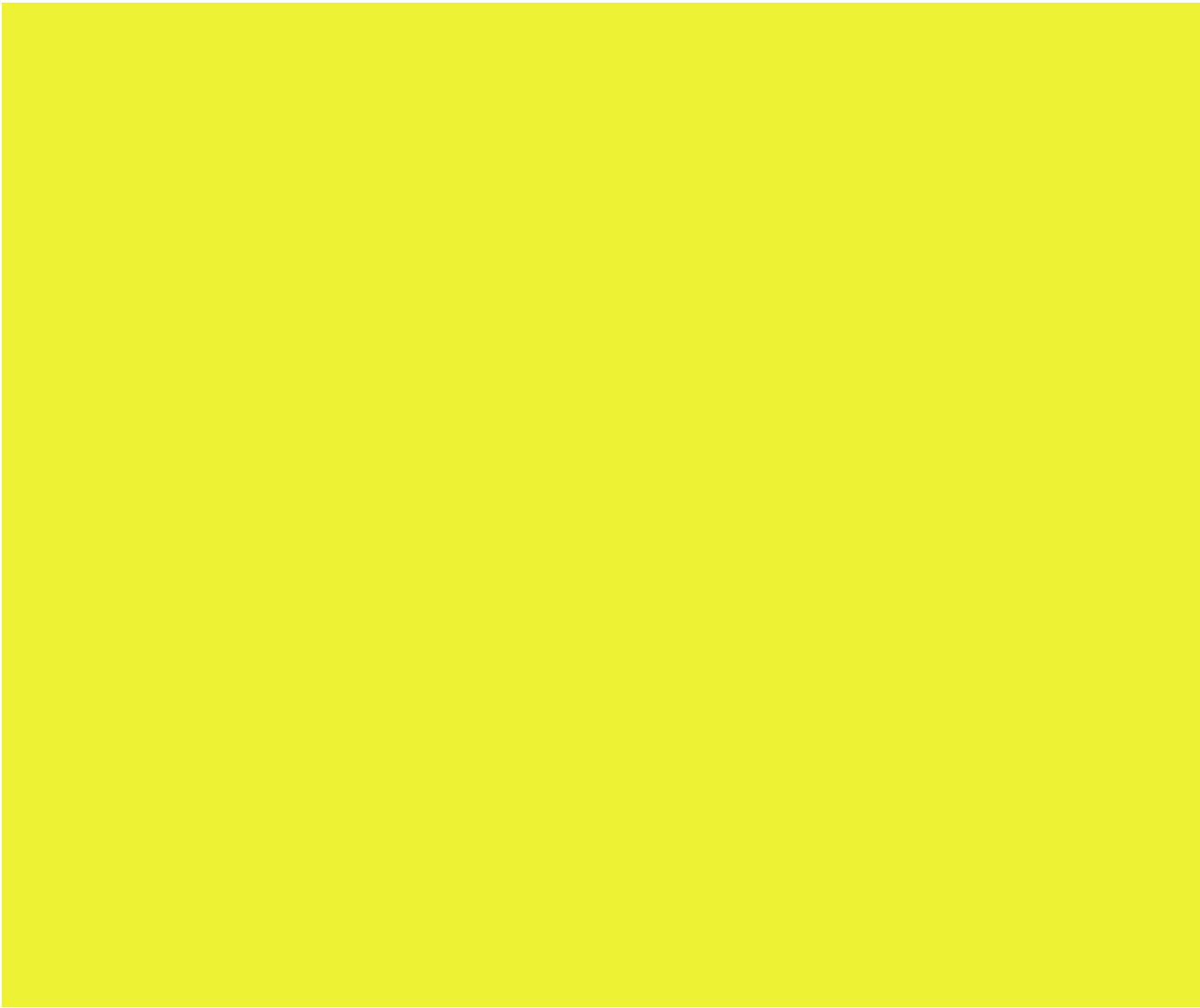
Jasmine: OK, great! This is exciting. We look forward to hearing soon!

KidStrong GM: You definitely will. And we are so excited to welcome you to the KidStrong Frisco community. I can't wait to meet you, Jordan, and Scott in person soon! You have a great day, Jasmine!

Jasmine: You as well. Bye!

KidStrong GM: Bye!

That's it!





Workbook Activity: How confident are you?

In your workbook, you'll find some questions to help you analyze your confidence with the Kidstrong Sales Process. Take a few moments to capture your insights and develop personalized strategies for your future interactions.



Your experience with Customer Service

Before diving too deeply into how you can lead sales conversations, take a moment to think about your own experience as a customer. Think about a time you made a big purchase or an ongoing commitment. Was it online? In a store? Over the phone?

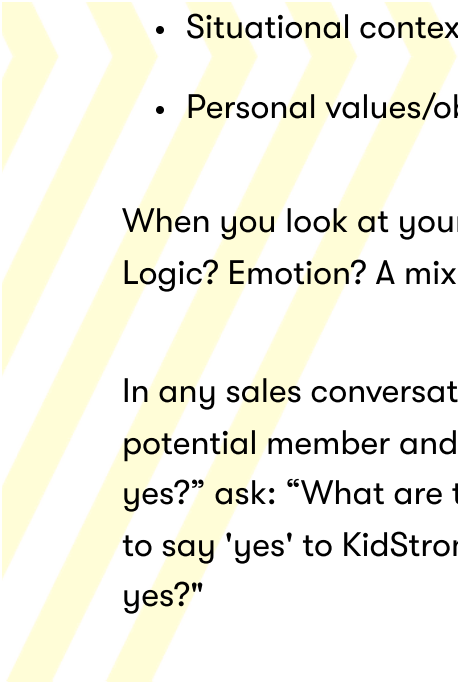
In this moment, you were in a position to say “yes” or “no, I’ll keep looking elsewhere.” What helped you say “yes” to the commitment? Select all that apply.

- ☐ A family member or friend recommended it.
- ☐ It was an absolute necessity to have.
- ☐ I waited for a bit and there was a sale/promotion.
- ☐ I researched everything myself and got the info I needed.
- ☐ I was tired of looking and just needed to make a decision.
- ☐ It made me feel good.
- ☐ It was easy to purchase.
- ☐ I got peace of mind by purchasing it.
- ☐ The product aligned with my personal values.

Buyers' Decision-Making

There are countless reasons someone may say “yes” or “no,” but they all boil down to a few simple themes. These decisions are driven by:

- Logic and rationale (“I researched and got the information I needed”)
- Emotion (“It made me feel good”)

- 
- Situational context ("It was easy to purchase")
 - Personal values/obligation ("I got peace of mind by purchasing it")

When you look at your recent decision, what drove you to say “yes?”
Logic? Emotion? A mix of several factors?

In any sales conversation, it’s important to get in the shoes of the potential member and, instead of asking, “How can I get them to say yes?” ask: “What are the circumstances that would drive their decision to say 'yes' to KidStrong’s offer?” or, simply, “What would help them say yes?”



A Sales Process vs. A Sales Methodology

Selling KidStrong is more than a transaction, it's the start of a relationship. You'll follow the step-by-step framework of the sales process with scripted cues to help you lead a potential member toward a sale. But that's not the complete set of tools you'll need to be successful, especially when it comes to in-person sales interactions in the Center.

You'll also learn a sales methodology that will help guide your conversational approach to interactions with new and potential members. This approach is less scripted and helps you develop more authentic connections with potential members.

What do you think the differences are between a sales process and a sales methodology? Sort the cards that follow:

Sales Process

Outlines the "what" - the specific actions to be taken.

Task-oriented

Standardized

Sales Methodology

Outlines the "how" - the guiding principles and approach.

Relationship-oriented

Flexible and adaptable

Summary

- Delivering exceptional sales now will pave the way for a bright, thriving future with KidStrong.
- Logic, emotion, situational context, or personal values all play a role in whether someone will say “yes” to a membership.
- The Sales Processes are the “what” we do and the Sales Methodology is the “how” we do it.