

Foundations Bundle 1

The KidStrong Sales Process

Objective: Explain how a sales methodology can support an existing sales process

Estimated seat time: 5-7 minutes

Design Approach (Rise Block)	Content	Visual
Paragraph w/heading ▾ Heading When we show up to the present moment with all of our senses, we invite the world to fill us with joy. The pains of the past are behind us. The future has yet to unfold. But the now is full of beauty simply waiting for our attention.	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.	
Image and text ▾	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 be a result when you take ownership of your approach to sales and deliver an amazing customer experience before and after someone becomes a member.	Image of a full KS Class (Kids & Parents) similar to this



Finding a way

Where the road leads, I will go.
Along the stark deserts, across the
wide plains, into the deep forests I
will follow the call of the world and
embrace its frenzied beauty.

Paragraph w/subheading ▾

Subheading

When we show up to the present moment with all of our senses, we
invite the world to fill us with joy. The pains of the past are behind us.
The future has yet to unfold. But the now is full of beauty simply waiting
for our attention.

Timeline interaction ▾

Mauris non tempus quam, et lectus sapien. Mauris accumsan enim eget libero
posuere vulputate. Utam elit elit, eleventium sed varius at, adipiscing vitae
sed. Sed nec justo pellentesque, lacus doo sed, ultricies sapien. Pellentesque

Week 2

Fusce vehicula dolor arcu, ut.

Nam dapibus nisl vitae elit fringilla rutrum. Aenean ullamcorper, erat a
elephantium rutrum, nuncie sem pretium nuncie, quis nulla nisl nuncie et
nuncie. Vestibulum sed nuncie in laoreet tristique ultricesque of vitae erat.

Week 3

Fusce vehicula dolor arcu, ut.

The KidStrong Sales Process

Here is the KidStrong Sales Process, which gives you an idea of what you should do throughout a sales conversation.

First, review the process in the timeline. Then, listen to excerpts of an ideal sales conversation segmented out for you in the graphics that follow.



- Step 1: Establish Connection
- Step 2: Get to Know Them
- Step 3: Show how KidStrong can help
- Step 4: Share membership options
- Step 5: Share Class Times & Availability
- Step 6: Create urgency
- Step 7: Overcome Objections

VD Team: Please create a timeline infographic using The 8 Steps as the source. Remove the script and use only the blue bolded text as timeline touchpoints.

	Step 8: Complete registration & Close-out	
Audio ▾	<i>[Audio interaction with anchoring images]</i> Card/Scene 1: Establish Connection KidStrong GM: "Hi! This is Dakota from KidStrong Houston. May I speak with Jasmine, please?" Jasmine: This is Jasmine. KidStrong GM: "I hope you're having a great day! Is this a good time for us to chat?" KidStrong GM: I saw you were interested in our program and I was hoping to answer any questions you might have so we can get you registered before classes fill up! Jasmine: Sure, that'd be great! Card/Scene 2: 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: Only that my daughter's classmate goes there. Her mom says she takes a class every week and loves it! KidStrong GM: "We love that! Tell me about your daughter ... "What is her name and how old is she? What activities is she involved with?" Jasmine: It's Brittany. She's 8 years old, and she started dance and soccer last year. She likes them, but she has always gravitated the most toward climbing and more physical activity. KidStrong GM: That's great to know!	VD TEAM: Envisioning a layout here, perhaps a carousel of images or a flip card, that allows learner to click and then listen to an audio clip of the scripted content. VD & KS: For the audio excerpts embedded in the graphic, we can consider using the full 2-person script, or just the GM's script if spacing / timing is an issue.

Jasmine: Yeah. Do you have climbing-focused activities for kids?

Card/Scene 3: Show How KidStrong can Help

KidStrong GM: Let me tell you more! 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 would get plenty of opportunities to develop her physical skills, but what makes KidStrong so special is how we also build confidence and character. With our structured progression and exciting challenges, I think she'd love it!

Jasmine: Alright, sounds great.

Card/Scene 4: Share Membership Options

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 \$XX/month and automatically rolls to a month-to-month option at the end of the 6-month period, keeping that same, low price! Our month-to-month option is currently \$XX/month. for one makeup session per month and you are able to book them at your convenience on the Member App! The Registration fee is \$100, and includes a Starter Kit (a KidStrong jersey, poster, and wristband!) which has everything Brittany will need to get going at KidStrong!

Jasmine: Oh, fun, Brittany loves new jerseys!

Card/Scene 5: Share Class Times & Availability

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?

KidStrongGM: Sure. It looks like there's a spot for Brittany in our Tuesday afternoon class.

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

Card/Scene 6: Create Urgency

KidStrong GM: It's filling up quickly! To set up your membership, all I need today is a credit card to process the registration fee. Your credit card will be charged for the first month after you complete your first class.

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.

Card/Scene 7: Overcome Objections

KidStrong GM: 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. Have you considered how a focused 45-minute class session on skills each week could impact how she shows up in all her different activities?

Jasmine: No, I haven't, I'm just now learning about this.

KidStrong GM: Great! Let me tell you more about what makes KidStrong so unique!"

- Our structured class program is designed by experts and based on the latest research in child development, kinesiology and neuroscience. That means, our games help kids! The program supports the intentional development of 30 emotional, mental and physical skills and gives kids a safe space to push their limits, try, fail, and succeed. Building strong family bonds through shared learning is a value, too.
- You'll be present to watch her compete, cheer her on, and keep her going when things get tough. By actively participating in The KidStrong Experience, you'll gain valuable insights into Brittany's development, strengthening your bond and creating unforgettable memories.

I hope that context helps you get a better feel for what we're about, and why other families, like the

one at Brittany's school, love it. It's a commitment on the calendar for a reason: confidence grows with practice and patience, and these are steps on Brittany's journey to becoming her best self!

I can only tell you so much, the best option is to come to a class and participate for yourself!

Jasmine: Well, that really paints the picture a lot better for me. I hadn't considered the benefits for her other activities. Thank you. Let's go ahead and lock in the Tuesday class with the month-to-month membership.

Card/Scene 8: Complete Registration & Closeout

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

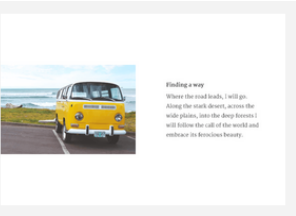
KidStrong GM: Alright! You'll see the registration fee processed in the next 24 hours. Now that I have your spot reserved, a few things before we jump off the call:

- Sign your waiver! 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. Please review and be sure to sign the Waiver and Terms of Service (get it out of the way!). These are electronic documents, so a digital signature is just fine!
- Be sure to download the KIDSTRONG MEMBER APP (the one with the KidStrong logo!) You can use the app to book or reschedule classes as needed, and:
 - Register for camp or book birthday parties
 - Update your billing information
- We'll be in regular communication with you as we get closer to the first class! Please be sure to check your email and texts for updates and announcements about picking up your Starter Kit, the first day of classes, and so on. In the meantime, please feel free to reach out if you have any questions at all. Welcome to KidStrong!

Jasmine: Thank you! We can't wait!

KidStrong GM: "I am very excited to see you in class. Before I let you go do you have any questions?"

	<i>If yes:</i> Answer the questions. <i>If no:</i> "Great, Welcome to KidStrong!" (Adapted from The 6 Steps of a Vetting Call)	
Paragraph w/subheading ▾ Subheading When we show up to the present moment with all of our senses, we invite the world to fill us with joy. The pains of the past are behind us. The future has yet to unfold. But the now is full of beauty simply waiting for our attention.	Your experience with customer service Before we dive too deeply into how <i>you</i> 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 ongoing commitment recently. Was it online? In a store? Over the phone? 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.	
Checkbox list ▾ ☐ Say yes more. You open doors. No closes them. You push us. No keeps us safe at home. Imagine all the opportunities waiting for a yes. ☐ Let go of expectation. You’ve done your best to prepare. Now, let go. There’s no one way your life should unfold. Enjoy the journey. ☐ Welcome diversions. The most rewarding adventures often start with an unexpected detour. Perhaps that distraction will guide you onward.	☐ 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 talked to a trustworthy salesperson who shared benefits I wasn't aware of. ☐ 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.	
Image and text ▾	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 ● Emotion	KS center Image depicting emotion, similar to this



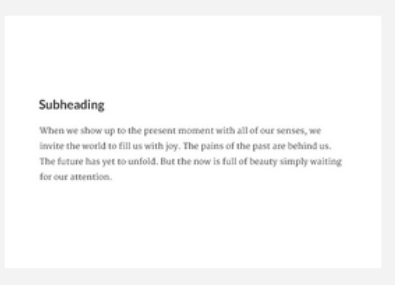
- Situational context
- Personal values/obligation

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?"



Paragraph w/subheading ▾



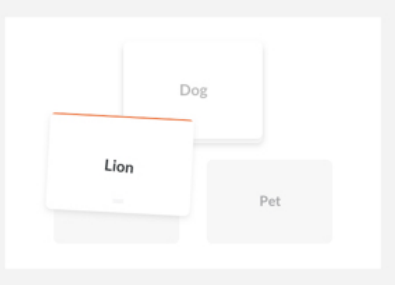
A Sales Process vs. A Sales Methodology

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.

We'll also introduce 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.

Try identifying the differences between a sales process and a sales methodology. Sort the cards below.

Sorting Activity interaction ▾



Bucket:	Sales Process	Sales Methodology
Card 1	Outlines the "what" - the specific actions to be taken.	
Card 2		Outlines the "how" - the guiding principles and approach.
Card 3	Task-oriented	

VD Team: Note - recommend a randomized sort rather than the order listed here.

	<table><tr><td>Card 4</td><td></td><td>Relationship-oriented</td></tr><tr><td>Card 5</td><td>Standardized</td><td></td></tr><tr><td>Card 6</td><td></td><td>Flexible and adaptable</td></tr></table>	Card 4		Relationship-oriented	Card 5	Standardized		Card 6		Flexible and adaptable	
Card 4		Relationship-oriented									
Card 5	Standardized										
Card 6		Flexible and adaptable									
WORKBOOK PROMPT ▾	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 to use in your future interactions.	VD Team: Please create a branded treatment for this									
Subheading ▾ Subheading	Summary										
Bulleted list ▾	- 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 membership. - The Sales Processes are the "what" we do and the Sales Methodology is the "how" we do it.										

- Say yes more. Yes opens doors. No closes them. Yes pushes us. No keeps us safe at home. Imagine all the opportunities waiting for a yes.
- Let go of expectation. You've done your best to prepare. Now, let go. There's no one way your life should unfold. Enjoy the journey.
- Welcome diversions. The most rewarding adventures often start with an unexpected detour. Perhaps that distraction will guide you onward.