



## The Yoga Pitch

The Yoga Pitch is designed to assess your fundamental sales skills. For the purpose of this call, you can pretend you're the head honcho of the studio.

### The Scenario:

- Membership is \$100/mo for unlimited usage
- Studio is open 9AM-9PM 7 days a week in New York City (Tribeca)
- Drop-in rate is just \$12 per class if the person doesn't want an unlimited membership
- Any other details are up to you to design!

### The Lead:

Me, a busy person who heard about the yoga studio through my friend (her name is Emily). I thought it might be cool, so I told Emily to reach out to the owner of the studio to give me a call. I also submitted a form on your website asking to learn more about your studio and you and I have since scheduled this time to talk via email.

### Things We're Looking For On The Call:

- *Enthusiasm.* This should be fun. Some past people have said they don't like mock calls or are not good at these "fake" scenarios; if that's you this probably isn't the right fit for you to be in this class! Just kidding...just go with it. We are trying to build your ability to sell and this is a great way to learn outside of a live activity!
- *Flow.* The prospect may not be that conversational. It's your job to be a calm, confident, sociable person who carries the conversation when necessary but still finds a way to engage me throughout.
- *A Structured Pitch.*
  - **Rapport:** Build rapport before you even talk about yoga. Figure out who your customer is and what makes them tick. Where are they from, what do they do for a living, what are their hopes and dreams? Build that personal relationship before doing anything else. This is key to getting the prospect to open up about their real pains and desires.
  - **Find Pains/Desires:** My persona will have one or two very specific pains/desires. Develop a series of questions to help you learn who I am and what I'm looking for. Figure out what they are and then tailor your pitch of the yoga studio to be the perfect solution to my pains/desires. Make sure you've uncovered a detailed, vivid pain point or desire before you pitch anything!
  - **Tailored Pitch:** Once you've found my pains/desires, tailor the rest of your pitch around those pains/desires. The entire pitch should be about me. Why I'm a great fit for this yoga studio, why I would love it, why I should come in. Paint the yoga studio as the perfect solution to my pains/desires.



- **Tailored Close:** Be calmly assumptive with your close until I give you pushback. If I'm hesitant about coming in, figure out why, and then tie your rebuttals back to my pains/desires. Repeat as necessary.

The key to sales is to be able to have a genuine conversation with your prospect. When you are pitching this yoga studio, be your confident, relaxed self. Use the rapport phase to get to know me and let that naturally lead into figuring out my pain points. Then continue that natural progression into pitching your yoga studio based on what I want. Finally, if I give you push-back at the close, use what you've learned about my pains/desires to help me realize why it's a great idea for me to come in.

### **Extra Tips & Tricks:**

As we laid out in the last class, think of a few potential differentiators between your yoga studio and other yoga studios. Naturally people will likely ask "what differentiates you guys from the other studios in town?"

You shouldn't be talking for more than 15-20 seconds at a time. The discussion needs to feel like a two-way conversation! Again this is extremely difficult but try it out in this activity.

Ask questions and craft your responses accordingly. Remember the "major destination points" concept. You can't give a good pitch if you don't know what my life goals are. I'm not actually interested in yoga, but I'm interested in other things that yoga might be able to achieve for me. Figure out what that something is.



## Judges Scorecard

Score each item on a 0 to 10 scale with 10 as the best possible score and 0 the absence of the skill or behavior being evaluated.

### 10% **APPROACH (Effectively gains attention and builds rapport)**

- \_\_\_\_\_ Professional introduction
- \_\_\_\_\_ Salesperson gains prospect's attention (purpose of call, reason to continue call)
- \_\_\_\_\_ Effectively builds rapport
- \_\_\_\_\_ Smooth transition into review of needs and presentation

### 50% **PRESENTATION (Persuasively match your product's benefits to needs of the buyer)**

- \_\_\_\_\_ Uncovered decision process (confirmed criteria, people involved in decision process)
- \_\_\_\_\_ Reviewed and summarized needs (asked if there is anything else?)
- \_\_\_\_\_ Responses appropriate and helpful to the buyer
- \_\_\_\_\_ Demonstrated product knowledge
- \_\_\_\_\_ Effective use of trial closes (follow-up questions to determine where buyer is in decision process)

### 10% **OVERCOMING OBJECTIONS (Eliminate concerns to customer's satisfaction)**

- \_\_\_\_\_ Initially gains better understanding of objection (clarifies or allows buyer to clarify the objection)
- \_\_\_\_\_ Effectively answers the objection
- \_\_\_\_\_ Confirmed the objection is no longer a concern of the buyer

### 20% **CLOSE (Close the business)**

- \_\_\_\_\_ Persuasive in presenting a reason to buy
- \_\_\_\_\_ Asked for business or appropriate commitment

### 10% **NEGOTIATION (Achieve a win-win solution)**

- \_\_\_\_\_ Clearly articulated understanding of the client's position
- \_\_\_\_\_ Clearly articulate own (salesperson's) organization's position – built value
- \_\_\_\_\_ Developed and proposed a creative "win-win" solution
- \_\_\_\_\_ Avoided unnecessary concessions

Comments (Please write the "studio head" below before commenting)

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## ICP #1 – Price

You are a performance artist that travels the world dancing for a number of performance companies. You are a die-hard yogi that has been practicing for a decade. You take it seriously and are likely to ask technical questions around studio size, types of classes, class size, instructor levels, and other things. However, you are very flexible in your affiliation and practice all forms of yoga. You don't have a studio that you call local but are moving to Tribeca for the next six months to dance with a company and would like to find a home studio.

### Notes:

- You filled out a form so act like it (don't lie)
- Price is the most important thing to you. You don't have a lot of money. You would never agree to the first offer you get but if you feel there is a good deal to be had you will take it.
- Everything else feel free to make up!



## ICP #2 – Switching Cost

You are a young professional that is married and lives in Tribeca. You are into yoga and go to a great studio called Yoga Vida. It is on Washington and Vesey Street. You love it and are a big fan of the product that they offer. You also now have a bunch of friends there given you have been going for a few years. It works for you.

Notes:

- You filled out a form so act like it (don't lie)
- You already belong to another studio. Why do you care about this studio? What is so good about it?
- Everything else feel free to make up!



### **ICP #3 – Does Not Believe They Have A Need**

You are a professional baseball player that moved to New York City last year to play for the Yankees. Most of your workouts are intense training to build muscle (i.e. lifting weights) or cardio (i.e. running). You think this matters the most and is a big deal that you keep doing that at least 6 days a week to prepare for the season. You live in Tribeca and are open to trying something new.

#### Notes:

- You filled out a form so act like it (don't lie)
- You are a pro athlete and don't understand why you'd do yoga. That said, you are open to new things and could be convinced.
- Everything else feel free to make up!



## **ICP #4 – User vs Decision-Maker**

You are a PhD student at NYU that lives with your significant other and has some disposable income. You focus on academics but are interested in yoga and told your friend about it. Pretty much everything you do you consult your significant other as they really call the shots in terms of disposable income.

### Notes:

- You filled out a form so act like it (don't lie)
- To be convinced you'll have to ask your significant other. You really like the product and want to come in but you just need to ask. If they offer a two for one deal or something like that you should take the deal.
- Everything else feel free to make up!



## ICP #5 – Priorities

You are a consultant that flies into NYC weekly for a project you are working on at a big bank down by Battery Park (you can't name them). Every time you come you stay at the Soho Grand Hotel which is near Tribeca. You are a career person and focused on that. You should drop in that you got concerned about a year ago that you were not being that healthy so you started eating right. However, you don't really have the time for yoga and it doesn't seem like something you would do.

### Notes:

- You filled out a form so act like it (don't lie)
- You don't really have the time and should stubbornly say this is just not a priority for you. The only way you bite is if they bring up the connection between food health and body health. Act like you are into it because that is what you care about.
- Everything else feel free to make up!



## **Reviewer Notes & Feedback #1**

*Bani Bahiri (Seller) + Ingram Carpenter (Buyer)*



## From The Professionals

- Bani should start with an intro and also remember to mention the reason for her call, which Ingram inquired about.
- Good questions to build rapport
- Good job on handling pricing rebuttals. One other thing you can also do here (or whenever you face rebuttals after you've "qualified" who you're selling to) is reference some of the things you uncovered during your discovery questions. For example you can say something like, "Yes I definitely understand our prices are a little higher, but as you mentioned earlier, finding the time to do yoga with your work schedule is a challenge, and we stay open at all hours of the day, which is part of the reason for the higher price."
  
- Great intro-- introduces herself and why she's calling within first minute.
- Gets right into questions by 1:00.
- Customer talks about going on retreats, and Bani mentions that retreats are part of the package.
- Brings in personal touch, "I'm from Vancouver, etc" mentions that it's a West Coast vibe.
- Does a good job closing on monthly membership without being pushy-- talks about how she can also use her membership in other locations.
- Closes on next steps well.
- Could have gotten to, "What did you have in mind" sooner and would have saved herself a few minutes of back and forth.



From The Class



## **Reviewer Notes & Feedback #2**

*Shivam Chopra (Seller) + John Farias (Buyer)*



## From The Professionals

- I think before diving into discovery questions and getting to know who you're talking to, you need to revisit XYZ and your opening statement. For example "Thanks for reaching out to us John. I'd love to get to know you more and your yoga preferences. As you might know, we're a boutique yoga studio in Tribeca specializing in helping people who are new to yoga experience the power of exercise in a cheap, fun, and friendly environment", etc. etc. Then dive into the discovery questions.
- Knowing that he's an NBA Athlete with lots of friends, feel free to get dynamic with pricing and options (this is getting into give-get negotiation strategy, which might be taught later in the course). For example, "I could probably waive a month of your membership fee for every other athlete you get to sign up" or "if we can use your name in our marketing, we might be able to customize the package, thoughts?"
- Asks questions about interest early on 1:08—good.
- 2:45 has the chance to ask about why other studios let him down-- GOOD! REALLY GOOD JOB asking and not just jumping into pitch.
- Does a nice job w/ empathy "Sorry to hear about your injury" and then leads into how the studio is a holistic retreat and can fit many of the customer's needs.
- Goes into how there are various options but then recommends what will be best given his specific problems—good.
- Closes well! Locks in time for appointment.



From The Class



## **Reviewer Notes & Feedback #3**

*Rafael del Castillo (Seller) + Landon Johnson (Buyer)*



## From The Professionals

- Same as Shivam, need to think about and nail XYZ opening statement.
- Good questions around building rapport, and using that to connect to the yoga offering. Also good connecting what Landon likes (the gym) with yoga as a healthy alternative for stretching - strong way to acknowledge the customer and ease them into a new offering.
- This was pretty good overall, especially in handling many of the objections. I think Rafael did his best to close, despite having an abrasive prospect.
  
- Takes too long on front end to try to build rapport. You can tell that he's really nervous.
- Doesn't get to the point until 2 minutes in.
- "Do you want me to walk you through it?"-- don't ask. Just do it.
- Does too much talking. Doesn't ask qualifying questions.
- 4:18 has his best moment, "Do you regularly exercise?" sells based on response.
- by 5:22 is just spewing facts that aren't tied back to this person's goals. Most people would have hung up by now.
- Overuse of the word "Maybe"... disqualifies him as confident.
- Doesn't listen to Landon at the end of the call and ends with, "I'll tell Emily to call you" when Landon says that he is going to follow up. Better response would be, "I'm going to send you more info, etc. and then why don't we set up some time to connect later this week once you've had a chance to do more research. How's Friday at 12?" (or something like that).



From The Class