

# Back to School Enrolment Campaign

## Call Script

### *Cold lead script:*

**SIE:** "Hi Sarah, it's Craig from School is Easy Tutoring, how are you"?

**Sarah:** "I'm sorry who"?

**SIE:** "School is Easy Tutoring, you contacted us last year about our in-home tutoring for your son/daughter, after you saw one of our lawn signs/leaflets."

**Sarah:** "Oh ok right, you're the tutoring guys, yes I think I remember. We were interested in tutoring for my son Tommy."

**SIE:** "Yes, that's us! School is Easy Tutoring. We help lots of kids in the local area with their education. Look, it was just a quick call to check-in with you guys and find out how you're getting on (we do this with all our clients at this time of year). Did you manage to find a tutor for Tommy in the end? How did he get on with his studies this year"?

**Sarah:** [Response 1] "Yes we did find him a tutor. It went pretty well, but it finished back in June. I think it helped Tommy and he seemed to do quite well with his school work this year."

**Sarah:** [Response 2] "No we didn't end up getting a tutor for Tommy"

**SIE:** [Response 1] "Oh wow, that's great to hear! I'm glad you were able to get the help you needed. We also had lots of success stories from the exam period this year!"

**SIE:** [Response 2] "Oh ok, well it's often difficult to find great tutors at short notice... we've been doing it for years so we know how hard it can be!"

"As I mentioned, we like to check in with everyone during the summer break, as people often review their tutoring options ahead of the new school year. I'm not sure what your plans are for Tommy this term, but did you see the email we sent out yesterday, about our free tutoring hours?"

**Sarah:** "No, I don't think I saw that?"

**SIE:** "No problem. It's a special offer we're running in time for the new school term, as a thank you to everyone who has contacted us about tutoring this year. You'll get free hours of tutoring for Tommy if you sign up with us this term, and I wanted to let you know the offer applies to you guys, even though we didn't end up working with you last time.

It may be good timing in terms of getting ahead for the new school year, (especially if tutoring helped Tommy last term) and also to help with the learning loss kids encounter during the summer break. If you like, I can run you through the offer now and if you are happy, we can get you signed up and match Tommy with one of our wonderful tutors!"

**Sarah:** [objection 1] "He's got some tutoring hours to use up / we can't start right now."

**SIE:** "No problem, you can sign up now (by Aug 26th) and you'll have until Jan 31st 2023 to start your tutoring."

**Sarah:** [objection 2] "Can't we just pay as we go"?

**SIE:** "Unfortunately, this particular special offer only applies to our bundles of tuition/we don't offer PAYG tutoring. However, the benefit is that once you have your hours, you can plan how you use them effectively and use them whenever/however you like. If you want to increase the frequency (for example when approaching exams) you can do so easily. Also, you are welcome to pay in instalments that are manageable for you. So even if you sign up for a 72 hour package, it doesn't have to be paid up front. HOWEVER, if you do pay up front, you will DOUBLE your number of free hours!"  
[Give example]

**Sarah:** [objection 3] "Can't we just have the free hours as part of the 50 and pay less for the package"?

**SIE:** "The free hours are allocated in addition to the package you buy, once all package hours have been used. This ensures all package hours are used and that none are missed – which sometimes happens. It also means that your child gets the additional benefit of the extra hours when his standard package has come to an end – which is highly beneficial to Tommy. You can even transfer some/all of the free hours to a sibling or other family member if you choose."

**Sarah:** [objection 4] "I need to think about it. Can we contact you if we're interested?"

**SIE:** "Absolutely. But just remember the offer expires on August 26th which is only 10 days away. After that date you would lose your free hours. I'll resend the offer email now and give you a call tomorrow evening to answer any questions you may have?  
Is that ok?"

**Notes:**

- Keep prospects in the email cycle until they sign up or request to be unsubscribed. DO NOT remove them just because you are having a separate conversation with them
- The cold lead is the most difficult of the calls in this campaign. Adapt the above script for other contact types such as existing clients, past clients, cold consults, etc. In theory, these should be easier calls as you know each other better.
- The approach here is 'customer care'. The call is a friendly check-in (because they are a valued customer/contact) and we are taking the time to say hello and ask how they are getting on. The call transitions into the special offer, which is pitched as a "thank you" to our loyal customers/contacts.
- Tweak the wording of the above script so that it works for you personally. BUT, don't change the overarching approach.
- Don't be afraid to pitch the special offer once you have established you are a friend. The worst thing you can do is rush through the offer part of the call. State the details clearly and confidently...it's something that will benefit them!



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