**CQPC© and Other Selling Resources for Schools**

**Step 1. CONNECT**: Introduce yourself and find something in common to talk about. Fundamentally, connection is about building rapport, breaking the ice, finding common ground, and getting in the door.

When good connection happens there is a comfort level for the buyer and the seller. SO you (seller) get comfortable BEFORE you go in the door. Remember, you are there to HELP not sell. Great selling is all about helping others. If you can’t help, or if this candidate isn’t a good fit, no worries; you’ll move on to the next one!

**Step 2. QUALIFY:** Curiosity-Being interested instead of interesting FIRST will win sales all day long. So many sales people want to “pitch” their product first. It feels like you only have a second to get your “pitch” in so a typical seller will JUMP to the “pitch”. While this can be effective at times- if you will QUALIFY first, I promise you will sell more to more prospects, more often! So here is a list a good qualifying questions when it comes to selling to schools:

1. Hi I’m Beth from the TrainerTainment Family Fun Center down the street and I’m wondering who I need to talk to about school field trips?
2. Who usually makes the decisions about where your students get to go for field trips? Is it:
   1. The Principal □
   2. The Teachers □
   3. Home Room Moms or PTA □
3. How do you decide where to go?
4. What have they done in the past?
5. How important is an **Educational Component** in making the decision about where to go?
6. What kind of priority is placed on “out of the classroom” learning?
7. What field trips are being considered for this year (next year)?
8. How are field trips typically funded?

This list is not exhaustive but is an excellent start. You may need to have a couple of **objectives.** **Objective number one** is to get the first 2 questions answered and, with any luck, you would get to speak with the principal if he or she is the one who makes those decisions. If you find out it is the individual teacher, then you can still ask all these questions. The receptionist may, or may not know the answers. If not, you would move on to **Objective number two** and schedule appointments with the decision maker once you know who that is.

**3. PRESENT-** Utilize the field trip power point if you can to tell the story about WHY having an educational field trip in your facility is so awesome…

**4. Close-**  Ask for the business… “Ms. Teacher, PTA President, Principal” based on everything you’ve seen about holding a field trip at The TrainerTainment Family Fun Center, what do you like about the idea of holding this kind of outing for your students”? “I’d love to hold several spots for your students this year and I can book them for both semesters now if you would like or we could simply book for the fall at this time. What do you prefer?”

**See the next page for custom (What If Scenarios)**

**WHAT IF**

**I can’t even get in the school building because of security?**

Get creative. Do you know a parent of the school? Can you use other resources? Make a phone call and see if you can set up a 10 minute appointment to talk with someone about how they make decisions regarding field trips.

**The person at the front desk does not know who books field trips?**

ALWAYS start with a little research. Most school districts have the staff listing as well as clubs and organizations on their ISD (Independent School District) website. When you go in with some advance knowledge it will give you some comfort and credibility with whomever you speak with first.

**They tell me I have to go through the administration office first?**

Gather the details about who is BEST to speak with at the administration office. Also find out any specifics if possible. Again, when you can go in with some confidence and understanding of how the system works you may save yourself several steps. I also believe that having a center-wide event for teachers and principals to introduce your program to a group, and to entertain them, could go a long way in getting around the admin issue!

**I don’t know what schools to start with?**

This is easy… Start with the Public, Private, and Charter schools within a 5 mile radius of your facility. And once you’ve connected, qualified, presented, and closed every one of those schools, you can then begin to widen that ring. Remember the outlying schools will count the bus ride as part of the field trip. Work from a **TOP LEAD LIST** as all times.

**They don’t have any money to do field trips?**

If lack of funds prohibits a school from doing a field trip you may want to consider talking about fundraisers with this school. Wouldn’t that be great if you could help host a “family night” fundraising event that earned the school enough money to hold a field trip. This sounds like a 2 for 1 opportunity that could really benefit the school and your center.

I’m sure there are many more what if questions with great answers. I promise, we don’t know everything. I invite you to join our Facebook page and let’s keep this conversation going.

**See the next page for custom (cut and paste email script)**

**Custom Email Script for Teachers:**

**SUBJECT LINE: An Open Letter to Super Star Fifth Grade Teachers**

Hello (Insert Teachers Name),

Thank you for taking 2 minutes to check out how (insert your fun center’s name here) can help your 5th Graders improve their math skills.

When learning happens in a fun setting that allows children to experience the real world application of the concepts then there is an opportunity to impact their education in a powerful and fun way!

We hope you’ll allow us to help you be TEACHER of the month by bringing your 5th Graders for one of the BEST field trips they’ve ever had. Check out the details by clicking this link and then email me at (insert your email here) or call me right away at (insert your phone number).

Looking forward to hearing from you,

Beth Standlee

Field Trip Coordinator

TrainerTainment Family Funcenter

[www.trainertainment.net](http://www.trainertainment.net)

817.886.4840