

Sales for language schools



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Call list
 • Make a list of all your
 phone numbers
 • Make a list of all your
 email addresses
 • Make a list of all your
 social media accounts
 • Make a list of all your
 contacts
 • Make a list of all your
 leads

Phone call
 FINAL
 DECISION

Phone conversation

- Focus on the person on the other side
- Make an interview, ask about experience and needs
- Give information about the available courses
- Gather feedback
- Remember, some people are shy to ask, so tell them anyway :)

Answers
 • Advertisements
 • In-app ads
 • Facebook
 • Newsletter
 • File download forms
 • If it's legal, buy a database
 • ...and of course inbound calls and e-mails

Lead gathering

1 MINUTE

Send an e-mail with the summary of the phone call + materials about the courses

Until the end of the day

Phone call

- Gather feedback about the demo lesson
- Offer taking part in the whole course

max 5 days

Send an e-mail with a reminder about the demo lesson

2 days

3 days

The day before the demo lesson

Call the client again

- Ask if he made a decision
- Gather more feedback
- Ask about if he/she checked other offers
- Invite on a demonstration lesson
- Encourage with extras (not necessarily discounts)



Active and passive marketing



Active and passive marketing

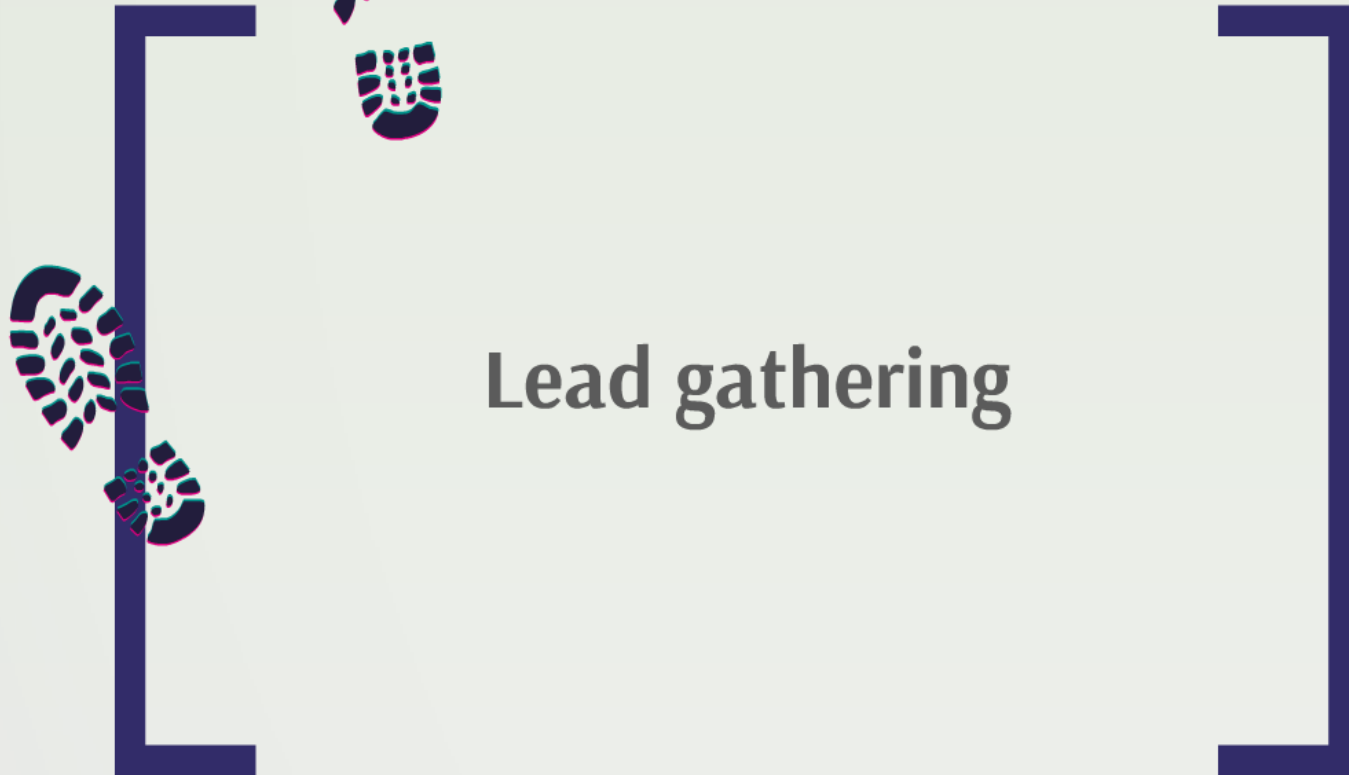
- how does it look?
- imagine that you are the client
- remind yourself what people are usually asking for
- this is a ZMOT (zero moment of truth)
- An average shopper uses around 10 sources of information before making a purchase decision
- Gather testimonials from your students
- Add a contact form (interactive one will give you an advantage)
- **Landing pages**

Social media presence

- Remember to have a Facebook profile
- Encourage people to share your posts in exchange for something extra
- Organize competitions
- You can use Facebook Pixel technology to display Facebook ads for the people who've visited your web-site earlier
- Add interesting content, not funny cats videos

Take a look at your office

- Is it always clean?
- Is there a coffee machine or a water dispenser?
- Is there a comfy place to sit for awaiting clients?
- Is it quiet enough to talk without interference?
- Who is taking the calls? Is it always the same person?
- How do you log contacts?
- Remember to give people a tour
- Display your wi-fi password
- Remember to smile and ALWAYS BE HELPFUL :)



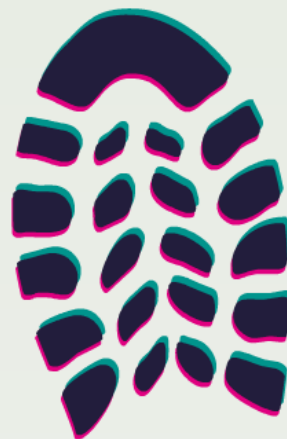
Lead gathering



- Archives
- Ad Words
- In-app ads
- Facebook
- Newsletter
- File download forms
- **If it's legal**, buy a database
- ...and of course **inbound calls and e-mails**



1 MINUTE



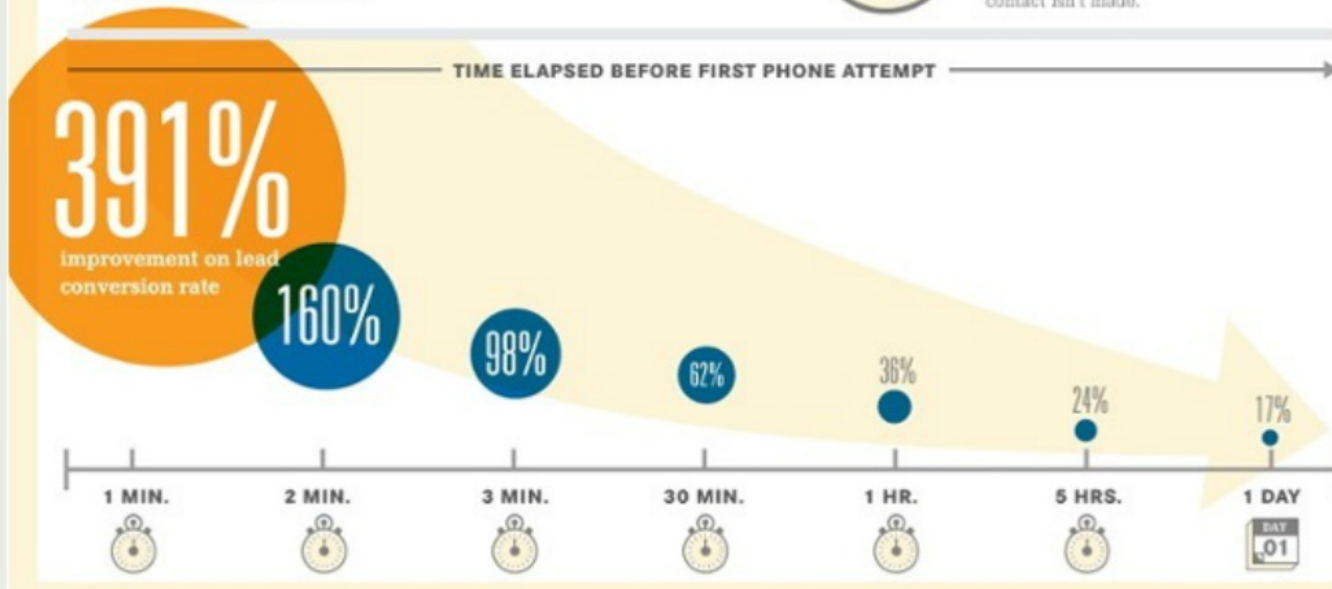
FASTER is BETTER

Whether it be from downloading your latest whitepaper or filling out a Web form, your new leads are waiting to be contacted—and the faster you place a call to them, the more likely you are to convert them.



Making an attempt to contact a lead by phone within **1 MINUTE**

of their inquiry dramatically increases the likelihood of conversion, even if contact isn't made.



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A decorative graphic consisting of a path of footprints that starts from the top left, goes down, then right, then down again, and finally right towards the bottom right corner. Each footprint is a dark blue color with a red-to-yellow gradient shadow, giving it a 3D effect. The path is composed of several footprints, each with a distinct tread pattern.

Until the end of the day

Until the end of the day



Send an e-mail with the summary of the phone call
+materials about the courses





3 days



ays

The day

Call the client again

- Ask if he made a decision
- Gather more feedback
- Ask about if he/she checked other offers
- **Invite on a demonstration lesson**
- Encourage with extras (not necessarily discounts)



The day before the demo lesson



Send an e-mail with a reminder about the demo lesson



The image features several stylized fingerprint graphics in a dark blue color with a magenta outline. These graphics are arranged in a circular pattern around the central text. There are four large fingerprints and four smaller ones, each with a distinct ridge pattern.

2 days

Phone call

- Gather feedback about the demo lesson
- Offer taking part in the whole course



max 5 days

Useful tips

1. Don't exaggerate with giving discounts
2. Give discounts if somebody does something in return
3. Whisper marketing is still crucial
4. Don't hide your pricing on the website. If you think that you are more expensive than other schools, justify it!
5. Create a **Customer Journey Map**
6. Never give up :)

Phone call FINAL DECISION



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