SALES STRUCTURE – Anything in red changes and needs to have prompts for the user to update.

1-Introduction: I’m calling from HRO Today. The purpose of the call is very brief. We sent you an email with information about an upcoming conference called “**HRO Today Engage that covers topics such as diversity and inclusion, employee engagement, and employee wellness**. **The event is scheduled for June 10th and 11th and takes place in Chicago**.” Did you receive the information?

|  |  |
| --- | --- |
| YES  Great. There is an early bird rate expiring on the **8th of March**. Are the topics and speakers a good fit for you needs? Would you like to attend the event? | NO  Would you like me to resend the information? I just need you to confirm your email address. |

YES

I will send you the information to review. When would be a good time to follow-up with you to get your thoughts on the agenda?

YES

That’s great. Will you be attending alone, or will your colleagues be joining?

NO

Thank you for your time. Enjoy the rest of your day.

NO

Sorry to hear that you won’t be attending. Can I send you our calendar of events in case you’re able to attend another event later in the year?

Alone

Ok. I will send you a registration link. Please confirm your email.

YES

1. Please confirm your email address.
2. When is a good time for me to follow up to get your thoughts on the agenda?
3. Thanks. Enjoy the rest of your day. I hope you’ll be able to attend

Maybe / Unsure

1. I’ll resend you the information with the best pricing available and outline the benefits of attending.
2. When can I follow up to with you to see if this event is a good fit?
3. Thank you for your time.

YES

Great. There is an early bird rate expiring on the **8th of March**. Are the topics and speakers a good fit for you needs? Would you like to attend the event?

Group

Ok. I will send you a registration link. We have group discounts that start at three or more attendees. I’ll add that information in the email.

2. Please remember to register by the early bird date to save on the registration fee. Enjoy the rest of your day.

NO

Thank you for your time. Enjoy the rest of your day

YES

1. Please confirm your email address.
2. Thank you for your time. Enjoy the rest of your day

**Below is for those that got the information but unsure if they can attend. I couldn’t fit it at the top of this document.**