Cold Call Question List

Start off with some sort of introduction:

Hi my name is \_\_\_\_. I am trying to find an SAT course for my little brother/sister (I feel like this is more probable than for our “kid”, but feel free to play whatever role you prefer). I was hoping you would be able to answer a few questions for me.

1. Materials
   1. What is the layout of the typical SAT course?
   2. What is the price of the course?
   3. How many students per class?
   4. How many tests do you provide?
   5. Are there any other supplementary study materials provided for the students?
2. Analytics
   1. What is the average score improvement?
   2. Do you have diagnostic tests? How do you provide a baseline score?
   3. Is there a personalized track that people follow?
   4. How personalized is the course outside of lecture (i.e. do instructors review weak points 1 on 1)
   5. Is there a way for the students to track their progress?
      1. If yes: is it specific toward the different sections or just your overall score?
         1. If yes: is it specific to question types?
3. Support
   1. After the course is over, is there any form of continued support?