

Selling Ideas & Covering Objections in Intro

Selling ideas:

How and what kind of ideas to sell in intro, if it's hard to find a need.

Main Needs:

- Saves Time with homework
- Saves time & helps to prepare for tests
- Helps Parents
- Helps with grades
- Prepares for college
- Helps Kids become more independent

Things to remember:

- Don't ask question you don't know how to answer if negative response
- Listen to mom's answer – don't wait for your turn to speak
- Ask follow up questions to make her understand that you are listening
- Make jokes and be funny (connect) while asking questions, so it's not like a interrogation
- Know why you ask each question and what will your follow up question be.
- Don't ask aggressive or too straight forward question (what kids struggle with, that must take a lot of time, is it hard to help kids with homework, etc)
- Show excitement when kids do well in school and concern if they are not
- Praise and compliment mom if kids do well
- Use names that they recognized in beginning of intro to sell ideas
- Ask kids names after grades and use them in intro (be tactful with it)
- Keep it short

Never get in an argument with Mrs. Jones when she objects or make her feel like she is wrong/dumb. Try to make her laugh and agree with her instead and after that cover that objection or sell another idea.

You're a salesman – Mrs. Jones trusts only so little of what you say and think is good for her, she trusts more what other moms have said & even more what her friends have said. She believes what teachers have said about it or wrote about it.

So when covering objections it is most effective to use specific names and stories, preferably their friends or teachers and have a written testimonial to prove that they have said that.

Intro Questions:

"So the kids are going to 4th and 5th grade?" (mom told earlier) – if good connection ask for names as well.

"How are they doing in School? Straight A's or A's and B's?" (joke: "or the whole alphabet?")

- (good grades) – compliment and be excited about it „Great job! How did you get them to do so well?” (paus, listen) follow up question: „I've noticed there are 2 kind of kids who do well, ones that just breeze through everything and don't have to put in a lot of effort to keep good grades & the others that work hard and take credit for getting good grades – which ones are yours?”
 - (work hard) „Cool, that's exactly what these books were put together. These are designed to help kids save time with homework. Have you noticed that kids, who do better in school they end up getting more homework than kids who do OK, because they have advanced classes and it seems to me they tend to be more active also in after school activities like sports and music. So seems like they have a lot more things going on, but they still have the same 24 hours to get everything done. So these books are designed to cut homework time in half and help the kids to prepare for tests.”
 - (comes easy) „Are you a bit worried that once they get to MS/HS it's going to get tougher? When I talked to ___, she said that ES/MS was easy cause kids didn't get much homework, but when they got to MS/HS all the sudden they started getting a lot more homework and sometimes they ended up doing it until the middle of the night, because her kids are pretty active in sports as well. So these books are designed to cut homework time in half and help the kids to prepare for tests.”
- (A's and B's) – follow up question: „Any C's as well or C's are not allowed in your household?” – say with a smile, should be funny if C's are not allowed continue as they have (good grades) in last point or sometimes they say that some C's – then it's good to continue: „So what subjects do they have to work the hardest to keep good grades?” – continue from next question
- (A's, B's and C's) – follow up question: „are you ok with that, or would you like them to do better? What subjects they need to work the hardest to keep a good grade?” – continue from next question

Kids under 4th grade often don't get grades yet – when asking how the kids are doing in school, don't ask if they are getting straight A's. You can ask "Are they getting grades already or is it still just smiley faces?" (find out what age/grade do kids start getting grades and what do they use in your school: "S" and "U" or something else. – knowing this helps to appear more professional)

Connection question: "Do they still like going to school?"

"What are their favorite subjects in school?" (listen) good question to ask to get moms talking and so that next question doesn't seem that aggressive. "and what subjects do they have to work the hardest to get good grades on?" (listen) might give you a need or an idea what idea to sell and show in intro and demo.

- (e.g. math, English, etc) – Good to relate if you didn't like that subject either. Follow up question: "Is it more that there's a lot of homework, or is it that it's hard to follow in school or they just don't have the interest in that subject?" – "well then he's going to love this study system, because it saves time with homework and has the most important cliff notes on everything he had to learn in school, so it also helps him prepare for tests, especially if he didn't take good notes in school."
- (They don't have to work hard, it comes pretty easily for them, etc) – compliment e.g. "must be good genes?" and ask a follow up question: "or what subject do they get the most homework in?" (listen) can bring it up in demo.

"By the way how much homework did he have last year? 10-15 min, half an hour or an hour?" Good to ask so you know if you should even bring up the topic of saves time with homework or if you need to build a need for that before. If you told these stories already in first point don't tell them again.

- (not a lot, 20 min, etc) – follow up question "Are you hoping to get more this year?" – Story: "when I was over with ____ (teacher/friend or family with kids a bit older) she was telling me the same thing that when her kids were in elementary, they didn't get too much homework, because kids only had one teacher and they usually didn't give more than 20 min of reading and 20 min of homework, but when the kids got to Middle school, they had a different teacher for each class and each teacher was giving their own homework. So it was really overwhelming for her and the kids at first & that's why she went ahead and got these as well, because she really saw how this could have saved her and the kids some time last year."
- (a lot, 40 min – 1,5 hour) – follow up question „Wow, that's quite a bit – do you remember having that much homework when you were in school?" – „Well in that case he's really going to love this study system. The main reason why kids use this, is because it saves time with homework and most kids I've met so far, they don't really enjoy spending hours doing their homework do they? When I was talking to ____, she pointed out that kids seem to get more and more homework every year and at the same time their social life starts to take more time and also sports and activites get more competitive so it seems there are more things to do then there are hours in a day. So the books just help to save time with homework so that kids would have more time to enjoy doing things they really like to do like hanging out with their friends or doing sports and hobbies.“

„Are you the one, who mostly helps with homework?“ if late middle school or high school you can ask „Do you still help them with schoolwork or are they pretty independent?“

- (mom or dad helps) – story: „Have you noticed that it has changed? When I was over with ___, she said that she doesn't mind helping kids with homework, but it's not that easy anymore, because she went to school about 20 years ago. And it's not that she doesn't know how to get the answer, but even when she gets the right answer the kids tell her it's not the way they did it in school, so sometimes she feels that she is confusing kids more than she is helping them. So she really liked that our study guides also help parents to help the kids.“
- (independent & under 7th grade) - compliment the mom „Good job! How did you get them to do that? Do you still check their work sometimes?“ – „I've noticed that kids get independent for two reasons. One is that parents don't know how to help, because they've been out of school for some time and things have changed, so sometimes they confuse kids more than they help them. And the other reason is that, as kids get older, at one point it's not cool to come and ask help from parents anymore, but it doesn't mean that they don't get stuck sometimes or need the help, so our system helps the kids to become more independent in their studies, but also help parents to help their kids if necessary.“ – tempreture question: „Sounds pretty cool?“ – if answers yes – go on to buying atmosphere.
- (independent & youngest kids are over 7th grade)
 - Kids are there (talk to kids) „That's awesome! In that case I'll go ahead and show you how the whole set works and maybe you can do me a small favour, by taking a really good look, to see if this is something that would be helpful and make your life a bit easier next school year and if you would really use it? If it would, let your mom know and maybe she considers getting it for you, but if you don't think you would use it and it would just stay on the shelf and collect dust, then let her know as well. Because your mom and dad probably work really hard for the money and they don't need to get anymore dust collectors.“ „Can you do that for me?“ go to buying atmosphere, skip the first part, but cover procrastination with mom as well (Can you too me a favor as well, please let me know yes or no ...)
 - kids are home but not there - ask the kids to join as well. „Well in that case, I would really need the kids to take a look at this as well. Because in my experience moms usually don't mind getting them educational things to help them with their school work, but they want to make sure it's something the kids would use. And kids are usually brutally honest about these things. So can we get them to take a look as well?“
 - if kids are not home & unless you have a really good connection with a mom you should try to come back another time „Well in that case, maybe I should try to catch you on another time, when the kids are home as well. Because in my experience moms usually don't mind getting them educational things to help them with their school work, but they want to make sure it's something the kids would use. Would you agree? So what would be the best time to catch you and the kids home together and do we need your husband here as well?“ (schedule an appointment)
 - if kids not home, but it's an open minded mom and you have a good connection „That's awesome! Well It seems to me that your kids education is pretty important for you and you seem to have a good idea of how they are doing in school. So I was wondering, if I were to show you something that you think is pretty cool and would save them time and make their lives a bit easier, would it be something that you could decide on your own or would I need to have your kids and husband here as well?“ ask this to avoid the kids procrastination in the end, if she has any doubts – schedue a time where you could show this to kids as well.

Objections in intro:

When moms are objecting in intro, they either:

- don't trust you or feel comfortable with you and want to get rid of you
- they don't think they need what you have and are trying to find reasons why they don't need it.

In first case try to take the pressure off and make mom laugh and try to get her open minded. In the second case your conviction in the system will be crucial, because if she sees you flinch or get confused, she feels that her objection is solid. It might be also that she is trying to find out whether it's something that she would need, but in that case they usually would want to see the product first and then start objecting.

They get everything done in school, they have a **study hall** – „Is it that they don't get a lot of homework or they just do it in school?“ „We'll don't get me wrong it's not something they need to pick up every night, but whenever they have a test coming or they were not able to finish all of the homework in school – they also have something where they can turn to at home. Because most kids I've talked to – don't really bring textbooks at home anymore and if they have unfinished work, it could be really frustrating, because there's no where to look things up. And if I think back on my school days, whenever we had a study hall, I was usually spending that time to socialize with my friends rather than doing my homework“ (ask next question) Know your school district, do they get/bring textbooks home, ask teachers what most kids do during study hall, do most of the students study or just relax during that time. Get that in writing and instead of your example use the teacher name and story. If you know that in high school they won't have a study hall anymore. „Are you a bit worried that once they get to HS it's going to get tougher? When I talked to _____ she said that ES & MS was easy cause kids didn't get too much homework and kids usually got most of it done in school, but when _____ got to HS he started having a lot more homework and there was no time to get the things done in school anymore & they don't have all the textbooks at home. _____ really felt that these would have come handy last year, that's why her mom went ahead and got these as well.“

But we have everything on the **internet & it's free** – „I agree, internet is a great tool, especially when it comes to research papers and projects. Our study system doesn't compete with internet it serves a totally different point – this is designed to help out with day to day homework. Do you remember the last time, when you tried to google something for his homework? You can easily end up with a huge list of websites and the first couple of websites are never the ones you are looking for and you can never be sure, if it's the way they learned it in school, whether it's on their grade level or who posted it. The reason kids use these books, is that it's really easy to look up things and you know that's it's put together by teachers and it goes right along with the common core curriculum.“ You can also add if you feel comfortable with this „And I can challenge any mom that I can find relevant information for any homework problem faster from the books than they can find it online.“ If in introduction, continue with buying atmosphere „But it's easier to show you than it is to explain, so I'll go ahead and show you how it works ...“

We have **really good schools** and teachers do a **very good job** – „I know, that's why I think I've been doing so well here, seems like everybody so big on the kids education here, was that one of the reasons why you moved here?“ (paus) This is already enough, but you can also compare to other schools and make them feel good about their school if you know this information „I've noticed that compared to _____ school, in _____ (their) school kids tend to get more homework and are challenged more, so these books are really designed to help kids save time with homework and get them ready for college.“

We can still help the kids with homework – „That's so cool! I don't how you guys do it, because I remember from my school days that the last time I asked helped with math from my dad was in forth grade with fractions and we got both so frustrated that I never asked his help with math again. And it wasn't even that he didn't know how to find the answer, but it was different from how we learned in school and he didn't know how to explain it to me so it would make sense, because for him this was obvious, but for me at that time it looked like calculus.“ „Have you guys ever had this as well, where you show them how to solve a math problem and they say: „mom that's not how the teacher showed us“ (paus, smile, listen) „When I was over with ___ she said the samething that, she doesn't mind helping kids with school work, but it's not that easy anymore. For one thing she has been out of school for 10-15 years, so she doesn't remember everything, but things have also changed and sometimes she feels that she is confusing the kids more than she is helping them. So she really liked that our books actually help parents to help their kids as well – because it shows how are the kids taught in school nowadays.“ If in intorduction, you can sell the idea of „The reason why kids use this...“ and continue with buying atmosphere. If they are middle school or older you can also sell the idea that it helps kids become more independent. „When I was over with ___, she said as well that in elementary she had no problem helping the kids with their homework, but once they got into middle school and started learning about algebra and geometry or mitosis and meiosis, she knew that's she is not going to be much help anymore, because she had learned it a long time ago and she hasn't used it ever since. So ___ really liked that our books actually helps to fill that gap and help her kids to become more independent in their studies.“ (can also add this question there) „Isn't it weird how kids are learning things in middle school, that we learned in high school and they are doing things in high school that we didn't get into before going to college.“ If in intorduction, you can sell the idea of „The reason why kids use this...“ and continue with buying atmosphere.

But we allready have a tutor for him – follow up question: „does she come to your home or you got to a learning center? How many times ya week you usually have her? I've heard tutroing can be realy expensive sometimes – can I ask you how much does she cost?“ „in that case this really might be something that could be a cheaper alternative or suplement for tutoring, because it's really easy to use and you have access to it 24/7. There's one thing I don't get about tutoring, what are the kids supposed to do, if they go to tutoring on Tuesday and they get homework on wendsday, but the next tutoring session is going to be next week.“ (paus) continue to buying atmosphere.

Relatives are teachers – follow up/connection questions: „That's great does she teach somewhere in this area as well, what school is she with?“ „Well she would probably like these as well, I actually have tons of teachers been getting these (names), what they like about it, is that it's all in one place and they don't have to spoon feed their kids with answers, but they could look things up by themselves. When I was talking with ___ she said that when she gets home from school, she is pretty exhausted and don't want to play teacher at home anymore.“

I'm a Teacher – follow up/connection questions: „That's great do you teach somewhere in this area as well, what school are you with?“ (if a local school, use names of people that go there or other teacher names to connect) „What subject do you teach there?“ „I love meeting teachers, because they are big on educational things and they know exactly what the kids are taught in schools and what they could use help with. When I was over with ___, she said that she has tons of resources already, but she liked how everything was put together in one place and how easy it was to find things so her kids could use this independently for homework and she doesn't have to play a teacher anymore in the evenings when she gets home.“ **Go to buying atmosphere** – „But I'll go ahead and show you how it works as well and we'll see what you think ...“

Kids are busy and they wouldn't do anything extra – „Oh, I'm sorry, I guess I've been doing a bad job explaining this (paus) – this is actually nothing extra, this is something to help them save time with what they already get from school, so they would have more time doing things they really like doing.“

My kids wouldn't use it – if in intro and they haven't seen the books yet

- **7th grade down** „I agree, when kids are younger this is more for the parents to help them help their kids, because the way they teach kids in school nowadays has changed and kids don't bring a lot of text books at home anymore, so lot of moms like ___ have been telling me that sometimes it's so frustrating to help kids with homework, cause all they bring home is couple of work sheets and there's usually not a lot of explanations there. So she loved the idea that she could have something at home where she could go to, if kids come and ask help. Because she's been out of school for 15 years and she doesn't remember anymore what are the differences of mitosis and meiosis or how to find an area or volume of a pyramid or any of that.“ **Go to buying atmosphere**
- **7th grade up & kids are not there** „That's why I would like to show this to the kids as well, because they are usually brutally honest about these things and I wouldn't want you to get anything that they would not use. But the reason I've been doing so well here with these is because kids really use it.“
Story of yourself or some customer kids who paid for the books or wanted it really bad: „I was in school not long ago and I remember that whenever homework took more than 30 minutes to complete I never even wanted to get started, but if I knew I could get it done quick I didn't mind doing it and that's why kids use it, because these books just help kids to prepare for tests and get their homework done faster and more effectively.“ **ask to come back another time, you need the kids there**, „Would it be okay if I give you a quick peek on how it works and if it catches your interest, maybe I could catch you and the kids on another time so they could let you know as well, if this is something that would make their lives easier?“ **Good door demo and schedule an appointment.**
- **7th grade up & kids there - if she says it in intro while kids are there – she doesn't trust you** „Don't worry like I said it's totally optional and if your kids don't think they would use them, I don't even want you to get them. You can kick me out and I'll still leave you in a good mood. But ___, the reason I've been doing so well here is that this is something kids really use, because it saves time. Most kids that I've met so far don't enjoy doing their homework, whether it's half an hour or couple of hours.“ **You could stop here and go to buying atmosphere or if you feel the kids are with you, you can ask them** „So if I were to show you something that would have all the most important cliffnotes on all the subjects and would help you to get your homework done faster. Would that be something that you might use next year?“ **Buying atmosphere (also the kids buying atmosphere, to get back on the same side with the mom)**

