



uAdventure, LLC Study Abroad Sales Script

Developing your sales script is an important part of selling. You should have a plan for what you will say and know what the client will say before it is said, but the most important part of selling is listening to the client (Don't spend the whole time talking). Your sales script will be uniquely yours. Below are some ideas to get you started.

1. **Introduction:** Keep it short and simple. Start by saying who you are and where you're calling from. If necessary, ask if you're talking to the right person before moving on.

"Hi, my name is _____ from uAdventure Travel. Is this _____?" "Thanks for talking with me."

2. **Opener:** If you're going down the personalized route, create a bridge between the intro and the reason for calling by mentioning something you have in common.

"I noticed you teach _____, do you do any type of field study or immersive study programs?"

3. **Reason for calling:** Why are you calling? What have you got to offer? Use this approach to show how you can help your prospect.

"uAdventure Travel is a provider of short term faculty led study abroad programs. Have you ever thought about leading a study abroad program with your students?"

Impact Questions:

"If you could take a trip with students anywhere in the world, where would you go?"

"What kinds of things would you do?"

"What kinds of educational experiences would you want to provide?"

4. **Value proposition:** Move into talking about your value proposition and offer. Mention what benefits we provide for students and faculty leaders, results you've generated from other universities we've worked with and what makes us different from the competition.

"Here's what we do." "We organize customized short-term faculty-led programs that are typically about 10 days to 2 weeks over spring break, summer Intersession, summer break and winter break. We have put programs together all over the world for destinations in Europe, Asia, Central and South America and we have done several programs to __ (country) __. We try to keep the overall prices to the student under about \$4,000 per student so that the programs are affordable. For the program leader, the students will each pay a portion of the program leader's costs, so the faculty member travels for free. Some schools even pay their professors a stipend or salary override to lead these types of programs. Do you know if your school pays you to lead a program like this?"

"Once we put the program together, we also help with marketing ideas to recruit students, we coordinate all of the logistics, and then we make sure you understand all of the various parts of the program."

5. **Persuasion:** Tell your story: How was your study abroad/travel experience(s) life changing? How will this be life changing for their students? This is a guilt based sales approach to gain empathy and understanding about how your life was changed as a result of studying abroad. The objective is to get the client to put themselves in the student's shoes and understand how they could have an impact on changing students' lives.

"Can I just tell you why I am passionate about doing this?"

"I went to _____"It changed my perspective on life, it made me thankful for what we have here in the US, and I felt really humble after seeing how the people of _____ live."

If you get the client telling his/her own stories, you're winning them over!

6. **Questions:** Ask them if they're interested, or use leading questions to qualify your prospects.

Closing question:

"I'd like to put an itinerary together for a program for you in __ (country) __ that would include activities specific to your course. After I get the itinerary together, we can go over it and talk about how we proceed."

Review objection list for possible objections.

7. **Close:** What's the next step? Be clear on what action you want to take next and lead the prospect towards this.

This is a 2 step closing process. First we sell the faculty member on going forward with an itinerary, then we sell them on moving forward, meeting with their study abroad office, and sending a contract.

After the Itinerary is ready, send an email saying you have the itinerary ready and you'd like to review it with them on Skype if possible. Our proposal is about 15 pages long (review on SA Agent portal). Skype is important, if they will agree, as it helps develop a more personal relationship with the client.

"I'll go ahead and connect with your study abroad office to see how we move forward with your school."