

Sales Training - Homeschool Focus

What we have to sell is described at: <https://homeschoolertoday.com/>

You will need to fully understand all of the Benefits for Homeschoolers when you actually talk to a prospect, i.e., a home school parent.

But, that only comes after you identify and have a conversation with a prospect.

Then, the first thing we offer them is a Plethora of Free Resources in Math Resources Den: <https://12345math.com/> you need to study this and understand all that we offer them here. This should help anyone improve their math education for their student.

BUT, First things first.

FIRST, we have to locate prospects.

So, let's go to a community and do a Market Research Survey.

1. How many homeschool families in the community?
2. How many students and their age distribution?
3. Is there a local organization or group?
4. Who are the leaders?
5. What else do we need to know? You suggest ideas for us all.

Call a local library or other organization and ask who might be able to give us the answers to these questions.

You represent Stem Math Made Easy, a 501(c)(3) Non-Profit Organization.

Our mission is to help home school families do a better job for their students.

We will start by offering our Free Math Resources Den.

Then, we will discuss various “products” available to home school parents.

There is a special new 21st Century Product - The SupraComputer.

Describe its many Benefits.

When talking to a prospect determine which specific Benefits the prospect would like to have.

Once you determine this you may offer them a Money Back No Risk Guarantee

The can join the Rent to Own Plan and enjoy the benefits they desire for 30 days. Then if

they don't want to keep it they can return it and we will refund them their first month's rent.

We ONLY make this Money Back Guarantee offer after they have identified at least one benefit they think would be worth it to them and agree to give it a fair try and evaluation.

NEVER offer a money back guarantee until the prospect has identified a benefit the prospect wants and believes would be worth the money.

I make a prospect tell me which benefits they want before I make such an offer.

I also make them commit to using it and enjoying the benefit before I sell it to them.

Of course, anyone can RTO it without any guarantee if they want to. But to get the guarantee, which I personally give them, they must agree to use it and give it a fair evaluation in the 30 days. Otherwise, I can't give them the guarantee.

I often ask them to go to the SC website and be sure they understand the things it will do for them, i.e. the benefits they can have. But, people are lazy and often won't do this. So, I give them a benefit sheet and go down it until they identify one they want. I do this verbally if on phone. Follow up with email and the benefit sheet attached or included in the email. Ask them for a response email. Maybe we can use a survey form. Ask Debbie.

IF you just offer a money back guarantee without doing this, the prospect will just get the SC and ignore it and then send it back without trying it.

So to summarize:

First, you have to do some cold calls just to get the identity of some homeschooler. This is why you just tell someone you are doing market research on the homeschool situation in their community. And, you have some valuable free resources if they will just answer your questions about the homeschool situation in their community.

Second, once you talk to an actual prospect, i.e. homeschool parent, you give them the free resource, and then educate them on the SC and the Family Plan or the combination. This can happen in a conversation, or a go to meeting with a group, or with a series of emails once you have a relationship established.

Remember you "sell" by educating the prospects by asking them a series of questions so you can learn their situation and "sell yourself" that it will be good deal for them; BTW. I will not sell something to someone unless I believe it will be of value to them and they will benefit from it.

Basically you must find out some benefits they desire and what it will be worth it to them.

Also, remember that if you have 30 prospects, there will probably be 1 to 3 early adopters who will then influence the others. Then over time you will get some of the others to buy. Some people will buy only after they get a recommendation from someone they trust. Some are late adopters. Some will never buy for personal reasons. So ultimately you may sell 20

of the prospects over a long period of time.

But, remember our customers will probably be with us for a long period of time.

If you make a RTO sale it might only bring in \$27 but over time it is \$324.

Sales is a numbers game. Remember there are many communities and over one million home school families.

Outline of the Sales process.

Educate

 Give valuable free stuff

 Create a relationship and build trust.

 Sell valuable stuff

 Have a long term relationship and sell more stuff.

This will get faster as more and more people buy and the word spreads.

Hope this helps.

Remember it's a numbers game. Success only follows consistent effort.

“Pigheaded Determination and Discipline,” as Chet Holmes says.

A similar process is what we must use for STEM students as well. Think about it and prepare your sales process plan.