# 1Setup

## Roles

### Alain (CEO), Grace (Executive) and CaroL (Head Teacher/Manager) at a new business English Academy

## Where

### At their Academy

# Intro

## Who I am/work for and why

### CSO (Chief Sales Officer) at Simtermedia inc.

### So important that I wanted to meet with you academy personally

### Looking for company to use our new program

# Questioning

## Ask more about company

## Ask about companies’ resources

## Ask about customers

# Product/USP

## What it is

### Application that can be used on smart devices, linked with computers of Academy

### Has resources (house teachers/simulators)

### USP

# How it can help you/UPB

## Association

### Will use their name on website and on actual app

### Comments/endorsements will constantly be reviewed and refreshed on app/website

### Will continue to work with you directly and heavily consider your feedback/advice

## Access/modification

### Have complete access to *Simtermedia’s* resources

### Can use your teachers/resources for simulation

### Can also use your resources for the simulator

## Easy and Cheap

### Instead of them going through everything to create their own, we’d do it for them

### When they do want to upload their own stuff, it’s quite simple (eg. Memrise)

### We’re a fraction of the investment compared to creating your own application or other companies

#### Other companies won’t give you the degree of modification/association we offer

#### Other companies make you buy their product/resources (eg smartpads)

#### Memrise does offer, but becomes convoluted with options, your company can get lost in the mix

#### Other companies are way more expensive 80,000,000KRW a year

## Your Expansion

### Wires you to internet with ANOTHER refined resource/access

# Overcoming Objections/Q&A

## Unspoken – Let customer talk more/ask questions

## Excuses – Not personal, agree then ask question, Feel/felt/found

## Request for info – Answer with your knowledge

## Show Off – Admire them/impressed

## Subjective – Personal, you’re talking too much, must make customer center of attention

## Objective/Factual – how can this work/proof? Reassure them

## General Sale resistance – closed mind, ask questions and get them comfortable

## Last ditch – on the verge on buying, listen, must reassure them

# Close

## 1 month trial period free

## We’ll schedule our staff/teachers/resources to your timeframe

# Follow Up

## Be available during trial period

## Get together after 1 month and try to close/ask for feedback opinions/negotiation