



CALLING CAMPAIGNS:

A Human Touch That Converts

with Paige King, Founder 20 Mile Marketing

Elizabeth Mayer, Director of Summer
Programs, Sidwell Friends School

Laura Kelly, CEO at The Handwork Studio



BE THOUGHTFUL.

BE CONSISTENT.

BE ORGANIZED.

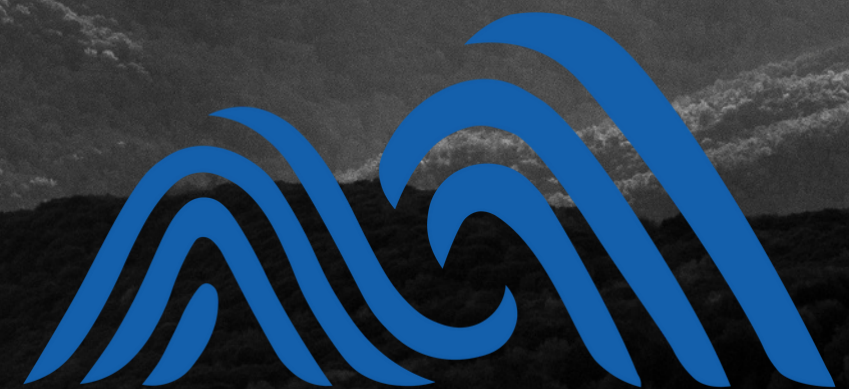
How to be **THOUGHTFUL.**

Why should you care about CALLING?

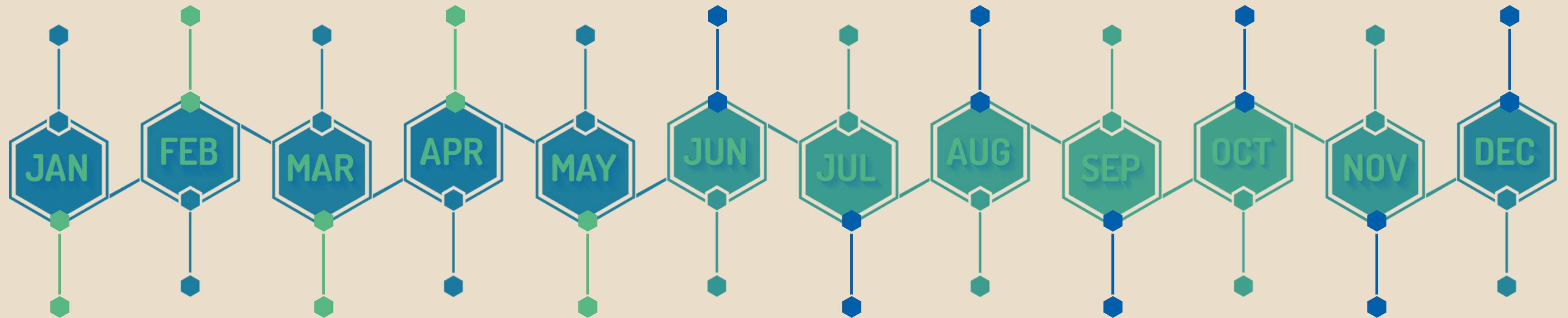
 **CONNECTION**

 **FEEDBACK**

 **CONVERSION**



TIMELINE



Actively Speaking
to Parents About
Summer Camp Programs



How to be **CONSISTENT.**

➤ Define the **WHO**

➤ Create a **PLAN**

➤ Pick a **TIME**

➤ Pick a **GOAL**



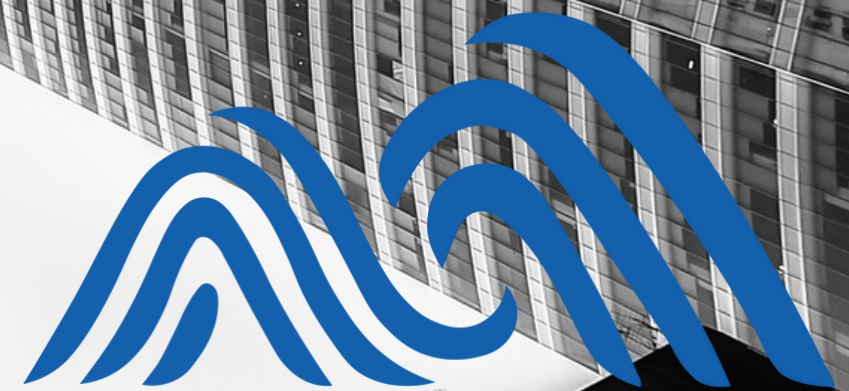
How to be **CONSISTENT.**

➤ **Define the WHO**

➤ **Extrovert v. Introvert**

➤ **Historical Knowledge**

➤ **Motivation**



How to be **CONSISTENT.**

➤ **Create a PLAN to Call**

➤ **Ways to PREPARE:**

- ◆ Check CRM
- ◆ Check Past Registrations
- ◆ Synthesize before the call
- ◆ Anticipate Response



How to be **CONSISTENT.**

➤ **Create a PLAN to Call**

➤ **CALL SCRIPT**

◆ Rapport

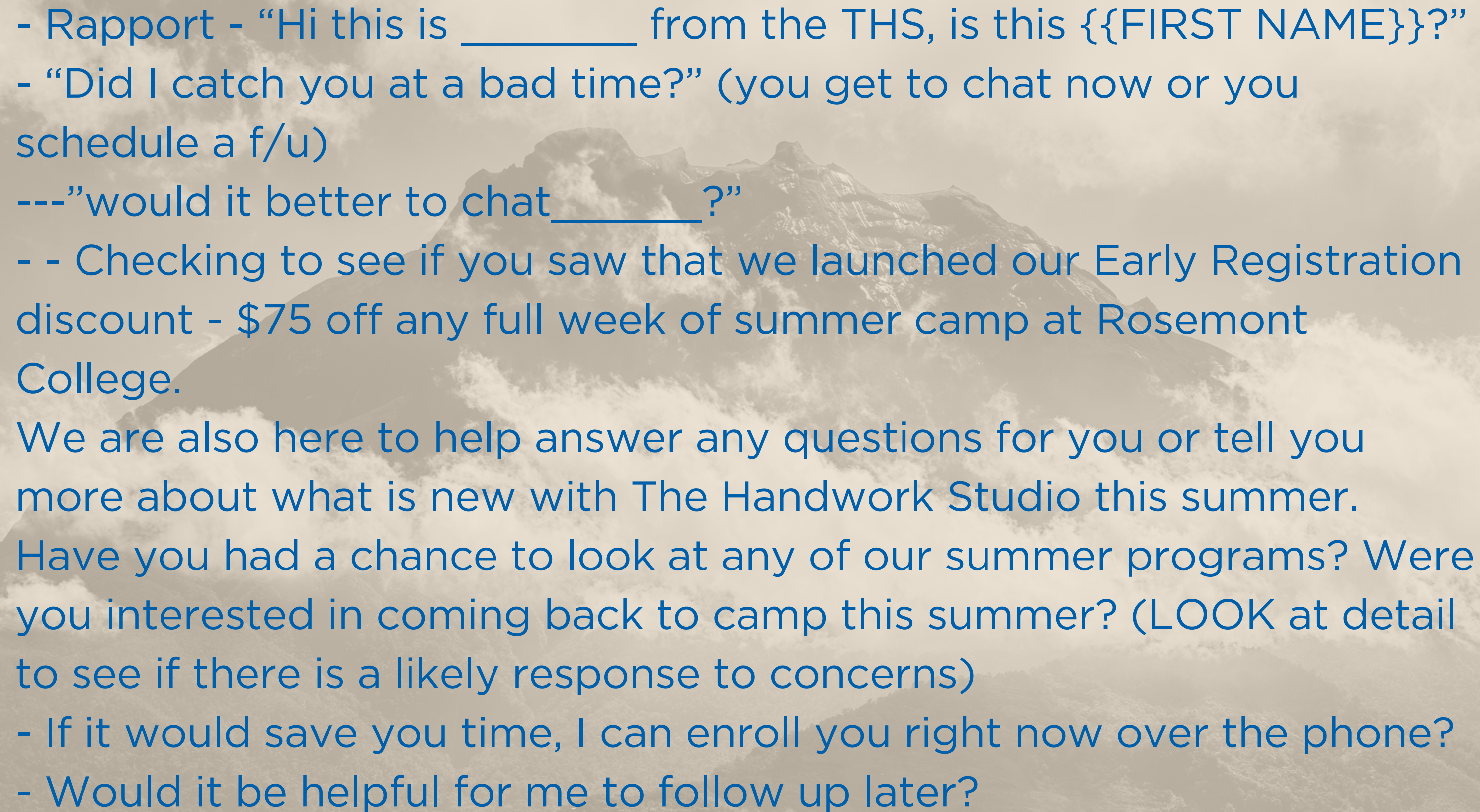
◆ Check-in

◆ Offers & Latest News

◆ Questions

*see example on next slide



- 
- Rapport - “Hi this is _____ from the THS, is this {{FIRST NAME}}?”
 - “Did I catch you at a bad time?” (you get to chat now or you schedule a f/u)
 - ”would it better to chat_____?”
 - - Checking to see if you saw that we launched our Early Registration discount - \$75 off any full week of summer camp at Rosemont College.
- We are also here to help answer any questions for you or tell you more about what is new with The Handwork Studio this summer. Have you had a chance to look at any of our summer programs? Were you interested in coming back to camp this summer? (LOOK at detail to see if there is a likely response to concerns)
- If it would save you time, I can enroll you right now over the phone?
 - Would it be helpful for me to follow up later?

How to be **CONSISTENT.**

- **Create a PLAN to Call**
 - Voicemail Script

“
Hi this is ___ from the Handwork Studio. I just want to let you know we're offering \$75 off any full week of summer camp at Rosemont College if you register before February 28th. I would love to answer any questions about our new programs or even help take your registration over the phone. Feel free to call us back at 610-660-9600.
”



How to be **CONSISTENT.**

➤ **Create a PLAN to Call**

➤ **Follow Up (EMAIL)**

“ Hello {{ contact.firstname }},

Thank you for taking the time to chat today! We're grateful you are considering summer camp with us.

Here are a few resources for you to take a look at:

insert hyperlinks

From now to April 30th, take \$50 off any full week of summer camp at Rosemont College with promo code 'DISCOVER22'. You can register online here or we'd be happy to take your registration over the phone

If you have any additional questions, feel free to give me a call back at 610-660-9600 or reply to this email 😊



How to be **CONSISTENT.**

➤ **Create a PLAN to Call**

➤ **Follow Up (VOICEMAIL)**

Hi {{ contact.firstname }},

This is {{ deal.hubspot_owner_id }} with The Handwork Studio! I wanted to check in with you because you recently signed up for more information about summer camp at Rosemont College. I'd love to help answer any of your questions about programming, safety, refunds or anything else on your mind about camp.

Just a reminder, from now until April 30th, take \$50 off any full week of summer camp at Rosemont College with promo code 'DISCOVER22'. You can register online here or we'd be happy to take your registration over the phone

Feel free to give us a call back at 610-660-9600 or reply to this email 😊



How to be **CONSISTENT.**

- **Pick a TIME**
- **Experiment**
- **Commit**
- **Hold Accountable**



How to be **CONSISTENT.**

➤ **Pick a GOAL**

➤ **# of Calls**

➤ **# of Hours**

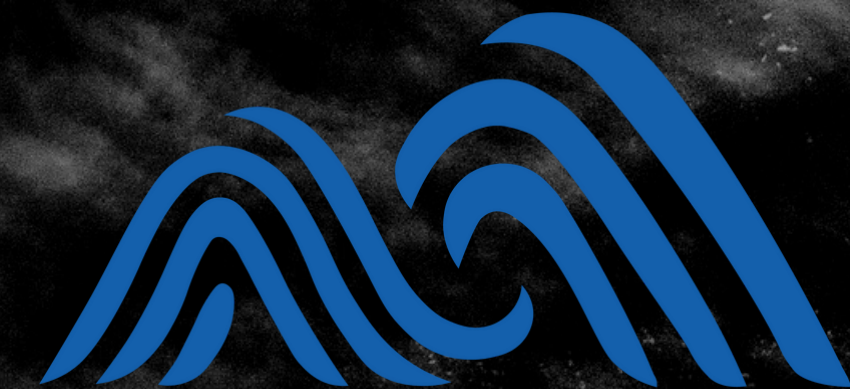
➤ **# of Sales on Phone**



How to be **ORGANIZED.**



**How to use Hubspot to
MANAGE YOUR CONTACTS**



QUESTIONS OR HESITATIONS?

Roundtable Discussion



Laura Kelly

CEO at The Handwork Studio



Elizabeth Mayer

Director of Summer Programs
Sidwell Friends School

CONNECT



Paige King



20 Mile Marketing

www.20MileMarketing.com

