

Marketing Mod 5 Part 4

All Calls

Student's Name: _____

For those not on Social Media

Reach parents in a different way with your all-call system!

- Parents trust this call since it is coming from the school – a voice they recognize
- Free to use (usually, check with administration)
- Easy to set up
- Use Walsworth's pre-written scripts
- Announce sales table events
- If you have a high Latino population, consider a Spanish/English version

All Call Phone Script

Version 1: In-School Book Sales

Have you bought your student's (school name) yearbook yet? If not, check out our booth at (event) on (date and time). We will also have sales booths in the front lobby at school on (date), from (time). You can pay by cash, check or credit card.

Do not wait – our special price of \$(cost) ends after (deadline)! Buy your student's copy this week!

All Call Phone Script

Version 2: Online and In-School Book Sales

Time's running out to buy your student's (school name) yearbook! Help them remember the great times they have had by purchasing their book today. Yearbooks are only \$(cost) and can be purchased online with a credit card, debit card or PayPal at www.yearbookforever.com, or at the school with cash or check in room (room #).

Don't wait – yearbook sales end (deadline)!

All Call Phone Script

Version 3: Educational/Bilingual version that your school can translate and use on your call

The (school name) yearbook is now on sale! The school yearbook is part of the tradition and experience of being a high school student. It is a reminder of friendships, challenges, and the adventures a child experiences in the process of learning, to which you also contributed. Don't miss having it among your special mementos.

Participate in your child's greatest successes and share his happiness with a gift they will cherish forever.

Yearbooks are only \$(cost) and can be purchased online with a credit card, debit card or PayPal www.recuerdoparasiempre.com or at www.yearbookforever.com. You can also order your copy at the school with cash or check in room (room #).

Don't be left without yours. After all, you earned it, too. The deadline to order your copy is (date).

Assignment: Take any one of the three Walsworth's pre-written phone scripts and adapt or change the information to accommodate your school's situation. Create a new or different opening and then provide the vital information. The example below is an adaption from Version 2.

It is an exciting time for the class of 2021! Treasure the memories forever with our awesome yearbook. Yearbooks are only \$70 and can be purchased online with a credit card, debit card or PayPal at www.yearbookforever.com, or at the school with cash or check in room 235.
