Marketing Scripts

Marketing Script for all School Based Shows for School Based customers/clients

The following is a generic marketing script to be used by sales staff when marketing or selling School Based Shows to Iconic's School Based customers/clients. It is written in a generic way and should **not be read or spoken** verbatim when marketing or selling. The information below **should not be at any time**, handed out, printed, emailed, faxed or given to staff, production team, and/or customers/clients. It should only be used for internal sales and marketing purposes.

What to say and how to Answer the Call when making an Outbound Call to a customer:

1. Before making the call, make sure you have pressed the clear activity button on an actual activity.
2. Before making the call, read the regarding field (the subject) of the activity and understand it.
3. Before making the call, read the notes of the last person who spoke to the customer.
4. Before making the call, make sure you have briefly read the last few history notes of the customer and also in the All Company History Tab.
5. Once you have an understanding of the history of the customer, and exactly what you you can make the call.
6. To make the call and to be the Iconic Professional, all calls made have to be a professional call from a professional company and not come across as a tele-marketing company.Â We are not a tele-marketing company.Â We are a Production Company.
    1. For the policy on what to say to the person who answers the call when making an outbound call click here.
    2. If unsure of what to do, always ask for help from @eventmanagers on slack or check the FAQs for help.Â Never guess or try to do something on your own.Â Always seek assistance and help when you are not sure or if something goes wrong or doesn't look right or things are not streamlined.Â See the company policy on If unsure on something or anything about my job or role or there is a problem or a question asked has not been answered, what should I do?Â If something goes wrong and you have not followed the company policy or have made mistakes, you will be responsible for the mistakes.Â So make sure you always ask for help until you are 100% on knowing what to do and remember always seek assistance and help when you are not sure or if something goes wrong or doesn't look right or things are not streamlined
        1. If you need to ask for help always put the customer on hold and tell them you will put them on hold.Â Never leave the customer waiting and having dead air and space.Â It is not the Iconic way.
        2. When you take the customer off hold, thank the customer for waiting.

COLD CALL to SECRETARY

Good morning/afternoon, itâ€™s â€¦â€¦â€¦â€¦â€¦â€¦. (FULL NAME) from Iconic Productions.
How are you today?

1. Ask to speak to the person responsible for excursions, incursions for the the grade or school for instance â€¦
   I am hoping to speak to the **(Assistant Prinicpal / year coordinator / coordinator)** for **(stage 2, year 3&4 / stage 3 year 5-6).**
   Could you please tell me their name?
   Great!Thank you!
   Could I speak with him/her, please?

2. Briefly tell them about the company and what we have to offer.If you are speaking to the person responsible for the booking and not secretary â€“ go to further detail.

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1. Iconic Performances is a production company offering Highly Acclaimed educational shows based on Australiaâ€™s History, British Colonisation and GOLD Discovery for Grades 3 â€“ 6. These shows have been given the Frater Award for Excellence from the NSW Department of Education for 4 years in a row.

2. Iconic Performances is a unique educational and interactive performance concept staged in the enjoyment of the safety and security of the school set in a totally themed environment with a highly comical and interactive stage show, providing non stop interactive fun, with authentic anecdotes, stories, music and props in true olden day tradition.

3. We offer a variety of options for the school, from our 1 hour introductory shows to the full day experience, just like OLD SYDNEY TOWN, before it closed, except we do it right in the safety of your school.

4. Are you familiar with OLD Sydney town? If they are say ... When OLD SYDNEY TOWN closed down in 2003, the company decided to purchase the props and costumes and set out to ensure that the History of Australia is never lost amond our students, schools and young generation.

IF customer NOT AVAILABLE or secretary wonâ€™t let you through, then â€¦

1. Ask when is the best time to call him/herâ€¦.. morning tea?â€¦. Lunch time?â€¦.
   Eg say: "As you can appreciate we get very busy and so I can reach him/her at the best ... Could you be kind enough to tell me what time your first and second break starts and finishes?"
   What time is their normal RFF?
   What time do the teachers go to class in the morning?
   What time does school finish?

2. Ask if you can have their email address to send them information

3. Thank person for their help.

OTHERWISE

1. Ask them if they would be interested in receiving more information or in booking a show.

2. ℜ• ***If they ask for more information:***

i. Obtain their email address and send them the template and attach the Promotional Flyer.

1. ℜ• ***If they want to book a show:***

i. Check availability and follow procedure in booking a Theatre Restaurant Show./span>

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IF NOT AVAILABLE:

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When is the best time to call him/herâ€¦.. Could you tell me what time your recess and lunch normail is? Thank you very much for your help.

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Calling Customer back to Speak to Decision Maker Main Sell Pitch or FOLLOW UP CALL â€“ to Appropriate Customer

The follow up call should be done no later than 2 days after the initial call.The follow up call is done to either assess the interest of the customer or to follow up on booking the show. Regardless of the purpose for the call, this is the time to really sell the show as follows.

Good morning/afternoon, itâ€™sâ€¦â€¦â€¦â€¦ and Iâ€™m calling from Iconic Performances about our **Educational Shows for schools**.We have a variety of shows for the following years and students that help support the learning lessons in class regarding â€¦...

Do not read the list of the points verbatim to a customer.These are just a few things to highlight when talking and promoting the particular shows.
(select one or more shows to market/sell to customer)

(you may choose one or more shows to market/sell depending on your thoughts of customer and their history). Refer to the ***product availability page in the ERM*** for marketing and selling information for the specific product. The information below is generic for the 3 main shows. All the information below for the 3 products is also on available on the ***ERM product availability page***.

Itâ€™s a wonderful performance that takes your students on a journey into Australiaâ€™s Past. May I ask, how many students do you have in (mention year level or stage or school)?Okay, great.

- - - - - > Go to Main Sell Pitch Price Pitch - - - >

The Colonial Show:

The great thing is that we come to your school and present an interactive dramatic show of the Colonisation of Australia to your students.The show relies on a huge number of student involvement students are selected to become convicts, soldiers, magistrates and people of the past throughout the entire performance.

1. Itâ€™s exciting, interesting, interactive, age appropriate, fits into the curriculum and hilarious.
2. We perform in the safety and security of the school grounds.No planning or bus organization need to occur.Fast, easy and we do all the planning for you.
3. Interactive Dramatic Show of the Colonisation of Australia to your students.
4. A whole day experience from 9:30am to 2:30pm
5. Offers 3 different ACTS to help consolidate learning.
6. Huge number of student involvement with students selected to become supporting characters like convicts, soldiers, magistrates and people of the past throughout the

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entire performance.

7. Students get the opportunity to meet real people of the past and also see and play with authentic pieces of equipment from the Early Colony.

8. Students learn about the lives of the soldiers and convicts

9. Become part of a judicial system, teaching them about responsibility and rules

10. Learn with first-hand experience how and why Australia was colonised, using the historical facts they are learning at school today.

11. See and touch authentic pieces of equipment, hear stories from past, get boarded on to the ships of the First Fleet,

12. Become recruited for the military, see and witness the trial of the convict, experience the act of Transportation, play a role in the Black Velvet Band and much more as they re-live the days of our Early Colony.

13. All the students love the hilarious version of the Convict Flogging.

14. The performance is based entirely on the HSIE unit â€œBritish Colonisation in Australiaâ€

15. Fits into Key Learning Outcomes National Curriculum

16. Comes with a comprehensive set of Teacher Resources **(charges may apply)** that can be used to supplement an existing learningmodule or can be used it as a launch pad for its own complete lesson plan.

17. Recommended for: year 3-4 (9-10 year olds).

18. Suitable for: children aged 7-12 year olds.

19. Show Commences: at 9:30am sharp and finishes about 2:30pm.

20. Show Duration: approx 3.5 to 4 hours.

21. We provide: all equipment, props and costumes.

22. Students are: encouraged to dress up in the colonial period.

23. Minimum Stage Area required: approx 4m wide by 2-3 m deep. (indoors)

24. Adaptability: we are able to amend show times to suit your timetable needs, however the show start time cannot be changed.

You MAY want to ask: how many students do you have in (stage) / (year) / (school) / (classroom)?

The students get the opportunity to meet the real people of the past and also see and play with authentic pieces of equipment from the Early Colony.They learn about the lives of the soldiers and convicts, become part of a judicial system and learn with first-hand experience how and why Australia was colonised, using the historical facts they are learning at school today.They get to see and touch authentic pieces of equipment, hear stories from past, get

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boarded on to the ships of the First Fleet, become recruited for the military, see and witness the trial of the convict, experience the act of Transportation, play a role in the Black Velvet Band and much more as they re-live the days of our Early Colony.

The performance is based entirely on the HSIE unit â€œBritish Colonisation in Australiaâ€ and fits into Key Learning Outcomes National Curriculum and comes with a comprehensive set of Teacher Resources that you can use to supplement an existing learningspan style="mso-spacerun: yes;"> module or you can use it as a launch pad for its own complete lesson plan.

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--- - - - > Go to Main Sell Pitch Price Pitch - - - >

The Colonial GOLD Show (also known as "The Gold Rush"

The great thing is that we come to your school and present an interactive dramatic show of the Discovery of GOLD in Australia to your students.The show relies on a huge number of student involvement where they are selected to become miners, troopers (gold police), magistrates and people of the past throughout the entire performance.

1. Itâ€™s exciting, interesting, interactive, age appropriate, fits into the curriculum and hilarious.
2. We perform in the safety and security of the school grounds.No planning or bus organization need to occur.Fast, easy and we do all the planning for you.
3. Interactive Dramatic Show of the Discover of GOLD in Australia for your students.
4. Offers 3 different ACTS to help consolidate learning.
5. Relies on a huge number of student involvement.
6. Students are selected to be supporting characters as miners, troopers (gold police), magistrates and people of the past throughout the entire performance.
7. Students get the opportunity to meet authentic real characters of the GOLD FIELDS
8. See and play with authentic pieces of equipment from the GOLD MINES.
9. Learn about the lives of the miners,
10. Re-live the discovery of GOLD in Australia,
11. Participate in the mining techniques for GOLD,
12. Witnes and become involved the Trial of Lucky
13. Learn with first-hand experience about how and why the DISCOVERY OF GOLD gave AUSTRALIA its start as a nation, using the historical facts they are learning at school today.
14. They get to see and touch authentic pieces of equipment,
15. Hear stories from past,

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16. Mine for real GOLD,
17. Become recruited for the police force,
18. See and witness the trial of LUCKY play in the BUSH BAND and much more as they re-live the days of the GOLD FIELDS.
19. The performance is based entirely on the HSIE unit â€œGOLDâ€ and fits into the Key Learning Outcomes of the National Curriculum
20. Comes with a comprehensive set of Teacher Resources **(charges may apply)** that can be used to supplement an existing learningmodule or can be used as a launch pad for its own complete lesson plan.
21. Recommended for: year 5-6 (10-13 year olds).
22. Suitable for: children aged 7-13.
23. We provide: all equipment, props and costumes.
24. Students are: encouraged to dress up in the colonial period.
25. Minimum Stage Area required: approx 4m wide by 2-3 m deep (indoors)
26. Adaptability: we are able to amend show times to suit your timetable needs, however the show start time cannot be changed.

You MAY want to ask: how many students do you have in (stage) / (year) / (school) / (classroom)?

The students get the opportunity to meet the real people on the GOLD FIELDS and also see and play with authentic pieces of equipment from the GOLD MINES.They learn about the lives of the miners, re-live the discovery of GOLD in Australia, participate in the mining techniques for GOLD, witness and become involved the Trial of Lucky and learn with first-hand experience about how and why the DISCOVERY OF GOLD gave AUSTRALIA its start as a nation, using the historical facts they are learning at school today.They get to see and touch authentic pieces of equipment, hear stories from past, mine for real GOLD, become recruited for the police force, see and witness the trial of LUCKY play in the BUSH BAND and much more as they re-live the days of the GOLD FIELDS.

The performance is based entirely on the HSIE unit â€œGOLDâ€ and fits into the Key Learning Outcomes of the National Curriculum and comes with a comprehensive set of Teacher Resources that you can use to supplement an existing learningspan style="mso-spacerun: yes;"> module or you can use it as a launch pad for its own complete lesson plan.

- - - - - > Go to Main Sell Pitch Price Pitch - - - >

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The ANZAC Story:

The great thing is that we come to your school and present an interactive dramatic show of the STORY OF the ANZACs to your students.The show relies on a huge number of student involvement where they are selected to become nurses, soldiers and people of our past and is performed with respect.The students get the opportunity to experience life as a soldier in

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the 18th Battlion or as a nurse in the Australian Army Medical Corp as they witness and re-live life as an ANZAC.The performance has been designed to help our younger generation to understanda little more about Australiaâ€™s Past and why we should keep the memory of ANZAC alive.

1. Itâ€™s exciting, interesting, interactive, age appropriate, fits into the curriculum and provides a real sense of empathy and consideration for the lives of the fallen.

2. We perform in the safety and security of the school grounds.No planning or bus organization need to occur.Fast, easy and we do all the planning for you.

3. Interactive Dramatic Show of World War 1 and the commemoration of our ANZACS is a real/true account of what occurred.

4. A two hour production starting from 11am

5. Relies on a huge number of student involvement

6. Students are selected to become nurses, soldiers and people of our past and is performed with respect.

7. Students get the opportunity to experience life as a soldier in the 18th Battlion or as a nurse in the Australian Army Medical Corp as they witness and re-live life as an ANZAC.

8. The performance has been designed to help our younger generation to understand a little more about Australiaâ€™s Past and why we should keep the memory of ANZAC alive.

9. The show uses authentic World 1 ANZAC uniforms and coupled with state of the art lighting and special effects, it heightens students perception of World War 1.

10. Allows students to experience the importance of commemorating ANZAC Day.

11. Truly a remarkable addition to your schoolâ€™s own commemorating assembly.

12. The performance is based entirely on the History Syllabus â€œGallipoli and the ANZAC Traditionâ€ and fits into the Key Learning Outcomes National Curriculum

13. Comes with a comprehensive set of Teacher Resources **(charges may apply)** that can be used to supplement an existing learningmodule or as a launch pad for its own complete lesson plan.

14. Suitable for the entire school and the community.

15. We recommend that the school invites people from the community and any veterans from the area.

16. Recommended for:y ear 2 to 12 (7-18+ year olds)

17. **Not Suitable: for children under the age of 7.**

18. Show Commences: between 11am and 11:30am.

19. Show Duration: approx 1 hour 30 minutes.

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20. We provide: all equipment, props and costumes.

21. Minimum Stage Area required: approx 6m wide by 6-8m deep.

22. **Area Suitability: indoors only (cannot be performed outdoors).**

23. Adaptability: **cannot be adapted due to authenticity of content.** Show start time may be changed with permission of Director.

You MAY want to ask: how many students do you have in (stage) / (year) / (school) / (classroom)?

The show uses authentic World 1 ANZAC uniforms and coupled with state of the art lighting and special effects, it heightens students perception of World War 1 and allows students to experience the importance of commemorating ANZAC Day.It is truly a remarkable addition to your schoolâ€™s own commemorating assembly.

The performance is based entirely on the History Syllabus â€œGallipoli and the ANZAC Traditionâ€ and fits into the Key Learning Outcomes National Curriculum and comes with a comprehensive set of Teacher Resources that you can use to supplement an existing learningspan style="mso-spacerun: yes;"> module or you can use it as a launch pad for its own complete lesson plan.The show is suitable for the entire school and the community.WWe recommend that the school invites people from the community and any veterans from the area.

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- - - - > Go to Main Sell Pitch Price Pitch - - - >

MMAIN SELL PITCH â€“ Price Pitch

As I mentioned, we come to your school and run the performances.

1. There are no minimum numbers for our performances.

2. Prices are based on a per ticket price based on the number of tickets purchased for the number of students

3. More students booked, the cheaper the base price per student will be.

4. Discounts are provided if you book more than one show in the same year ***(see the Discount Pricing Sheet)***

5. Prices are .. ***â€¦ (REFER TO PRICING STRUCTURE) â€¦*** always mention the price per student.

The â€¦

- Name of event you are marketing/selling
- Duration of event you are marketing/selling

There are no minimum numbers for our performances.If you were to book our performance, how many students would you be looking at attending?OkOkay, that works out to be

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It is just $â€¦. per student. (eg: "It is the affordable price of $16.75 per student"

â€¦ (REFER TO PRICING STRUCTURE) â€¦

We are actually coming to your area in span> â€¦.(***give two weeks if possible***).

If you were to book our performance, which one of these would be better for you?

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Buying Signals

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Want Information

Okay, thatâ€™s fine.What Iâ€™ll do is send you all of the information by email today and then Iâ€™ll give you a call back in a couple of days to see what you think about it.
Whatâ€™s the best email address to send it to you at? (make sure that you write down the email address correctly)

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Too Expensive

Oh, I see.

Ã˜ Ask them how much they would you normally expect to pay for a performance like this? Show that the Performance is not that much more expensive, especially when you consider the value of the worksheets and learning activities as well as all of the interactive demonstrations that form an integral part of the performance.]

Ã˜ Ask how many students would normally attend?

Ã˜ State that the Performance is not that much more expensive, especially when you consider the value of the worksheets and learning activities as well as all of the interactive demonstrations that form an integral part of the performance.

Ã˜ Let them know, that the cost of an excursion, planning and the bus travel would approximately 25% more expensive.

Ã˜ Let them know that the loss of time travelling to an excursion compared to have a whole day experience is value for money.

Ã˜ Offer them the smaller based shows eg: the 1 hour equivalent show.

Ã˜ Suggest the CAP (Country Area Program) assistance offered to Department Schools. (if they have not heard about it, tell them they should contact their regional area for assistance)

Ã˜ Suggest that the school subsidises some of it from the budget.

Ã˜ Discuss the benefits of the event

Ã˜ Provide the 5% one off sales discount each sales staff member has on offer (this should only be used as the last resort and used sparingly).

. . . OR . . .

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What a lot of schools are doing is passing the cost onto the students â€“ and as one teacher said to me the other day, $15 is much less than a student would pay if they were to go on an excursion out of school.

Not Sure If Kids Will Pay

Why donâ€™t you tell them that numbers are limited (or that it is a reward) and that only the first 30 or 60 from each year will be able to attend.That way you are bound to get the students to get their permission slips in to you.

OR . . .

Thatâ€™s fine.How much would the school be able to pay towards the performance? (Show them the remaining cost for the performance and how much this would be per student). Most schools initially worry that they wonâ€™t get the response, but what they find is that when Performance is advertised, lots of the students wanted to attend and had no problem paying.

NoNot Doing the UNIT This Year/ Not in the curriculum

Promote the other shows OR

Tell them the educational performance is actually a show based on accurate historical facts that uses the theme of Australiaâ€™s Past as a vehicle for generating great student interest.It is such an exciting topic that it has a wide appeal and so even students who arenâ€™t doing the necessary units this year are going to love it.It keeps them interested in Australiaâ€™s History and they get a greater understanding of Australia and our history.We have also found that this has helped students apply themselves in greater depth to lessons in HSIE.

The performance has been specifically designed to fit in with the key Stage HSIE curriculum outcomes so you will find that it fits in with your HSIE, English, Creative Arts and maths lessons and teaches students to draw conclusions, apply deductive reasoning and use a variety of inquiring process to critically reflect our History.

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Call Back Script

Good Morning/Afternoon Mr/Mrsâ€¦â€¦Itâ€™s â€¦â€¦ (FULL NAME) calling from Iconic Performances in Sydney.I sent you some information recently on our exciting (name of event you sent. Check customer history on ERM)

Do you remember receiving that?

What did you think about it?

Yes, I agree, Itâ€™s a **fabulous** performance and the kids **really** enjoy it. They love to â€¦ (refer to the show description for things they do â€¦ for example, dress up as characters of the past, be recruited as a solider, become part of the judicial system, mine for GOLD etc) and become involved in all the scenes from the initial greet and meet to the trial and flogging of a convict.We have found that more and more students are applying their own deductive reasoning.ThThey learn from it because they get to see and interact with a wide range of Historical experiences, real authentic equipment and stories and they see how the history they learn at school is used in the real world â€“ and its importance of our Nation!

Do you have any questions about the programme? (refer to product availability page in ERM)

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Marketing Scripts

IF THEY REQUIRE MORE INFORMATION ON THE PERFORMANCE (always refer to product availability page):

Things they may ask or may assist in marketing or selling to customer

* Name of show.

* Duration of show (time)

* Suitable of age or year level
* Highlights of the show
* Learning outcomes the show meets (mention 2 or 3) don't say all
* Minimum numbers allowed
(remember to remind customer, that if they have less than the minimum they can still book the show, but would be required to pay for the minimum cost of the show (=minimum number x per ticket price)
* Maximum numbers allowed (only provide if asked)
* Bulk Discounts (mention if displayed on product availability)

* All our performances we come to your school for the day and run the entire performance in the safety and convenience of your school and at times that fit in with your timetable.

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HOW MUCH DOES IT COST:

The price depends on the number of students youâ€™d like to attend.We offer discounts for large groups.OuOur shows are based on a per ticket price â€¦

â€¦ (REFER TO PRICING STRUCTURE) â€¦

However we are able to offer you a huge discounted rate of only span> (â€¦ select relevant discounted price â€¦) per child if you have more than (â€¦ select relevant attendance â€¦) students attend.

How many students do you have in span> (mention year, stage or group level)?And would you want all of them to attend the performance or just certain years?

Give recommendations of the number of children and the prices for their situation.pan style="mso-spacerun: yes;"> Remind them that we will perform all day and that we supply absolutely everything.The price per child includes all the associated costs.Tell them how best to structure the programme for best value for money.Remember to tell them that we will hold the performance in the school hall, library, a double classroom or equivalent, with the first sceneheld outdoors, weather permitted.

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CLOSE

As you can imagine, our shows are high in demand and we are already getting a lot of interest for this performance from schools that donâ€™t want to miss out. Which term or date would be best for you.

Okay we still have some days available then.Are there any days of the week that are bad for you (ie sport or other activities that might conflict)? Okay, how aboutâ€¦. or â€¦. (give two dates)?

(Remember to try to book shows with schools that have similar distances together in the same week/s)

Confirming / Negotiating / Booking the Show

Check for date availability (refer to Iconic's Region/Radius Zone) for Acceptable booking pattern sheet)

- Confirm numbers
- Confirm required information on event as required in ERMâ€¦

1. Advise of deposit required $____.
2. Advise of confirmed booking.

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- **Complete the Booking Section on the ERM,**
    1. Confirm customer details and emails and contact numbers
    2. Confirm booking order details
    3. Re-confirm Transport Location Details

- Before clicking on Add New Order did you confirm the 5 main terms and conditions from the customer and did they accept with YES
    1. Our events are based on the standard code of the entertainment industry and are sold on a no-refund no-return policy.
    2. Refunds are not provided for absences, or non-attendance.
    3. You can increase the number of tickets for the event, but no changes or refunds are given if you change the number of tickets purchased and it is less than at the time of the original booking.
    4. Our shows do require a security deposit. The deposit is non-refundable, but transferable for 1 year from the original time of the booking, if you need to change the date, based on availability.
    5. While it doesn't happen, in the event of a cancellation, a cancellation fee equal to the total cost of the event will be required to be paid. (this is if the customer cancels the event. NO cancellation fee is charged if Iconic cancels the event).
- How would you like pay? (finalise payment, ask customer based on options available (***DO NOT OFFER*** PAYPAL).
- Add discount or coupon code if available?

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ONCE BOOKING IS MADE

Thank you so very much for booking the show with **ICONIC PERFORMANCES.**Please check your email for the booking order confirmation. It may take up to 4 hours to be sent to your email address. Our event management team will manage the event for you and if a Tax Invoice has been requested, our accounts department will send this to you as well. (Re0check their email address of customer and Company Accounts email addres and fax number) . If there are any changes please notify us 7-14 days before the event date.

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Please do remember a deposit of $_____ is required to be paid to confirm the date and booking.

Attached files:

Unique solution ID: #1130
Author: Rahul - Marketing Team
Last update: 04-Mar-2020 07:25

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URL: https://staff.iconic.productions/KB/content/0cat=54/131/en/marketing-script-for-all-school-based-shows-for-school-based-customers_clients.htm