



blink

Colossian Forum Sample Sales Script

Our Mission

Blink was created to fill the disconnect between diverse marketing skill sets and the sales problems they're expected to solve.

We have a comprehensive tool set including campaign management web development, print materials, photography, videography, and sales training.

We help you decide which tools to use through data-driven insights. We mobilize your sales initiatives by continuous testing of creative concepts and perpetual duplication of proven principle

Client: Colossian Forum

Premise: Training reps to make followup calls and schedule discovery sessions for leads generated through Blink's outbound video campaigns to Christian School Leaders

Introduction:

"Hello and good [morning/afternoon], [School Leader's Name]. This is [Your Name] from the Colossian Forum. I appreciate you taking the time to speak with me today. I understand your school plays a pivotal role in shaping young minds in faith and education. Our mission at the Colossian Forum is closely aligned with yours, and I'm excited to introduce you to our WayFinder training curriculum."

Engaging Interest:

"I'm curious, have you ever faced challenges in navigating difficult conversations around topics like race, sexuality, or politics within your school community?"

Listen to their response, then transition to the main presentation:

"Thank you for sharing that. It's precisely these kinds of challenges that WayFinder is designed to address."

Introducing WayFinder:

What is WayFinder?:

"WayFinder is a hands-on, 2-day training program that equips your team to reframe differences as opportunities for deeper relationships. It's about embracing diversity and fostering innovation within your school's community."

Fostering Innovation:

"Through better listening skills and open communication, WayFinder encourages an environment where new ideas for ministry and education can flourish. This not only benefits your staff but also your students and their families."

Embracing Diversity:

"WayFinder provides tools to create a welcoming space for diverse perspectives. It's about engaging honestly and humbly, positioning your school for sustainable growth and adaptability."

Impacting Communities:

"The curriculum casts a Gospel-centered vision of unity, teaching members to navigate disagreements in Christ-honoring ways. It's about leading with generosity and going toward conflict rather than shying away from it."

Building a Legacy:

"With WayFinder, your school can focus on the heart of its ministry, avoiding the distractions of division and building a lasting legacy measured by your impact in the community."

Case Study - St. Augustine Prep:

"Take, for example, St. Augustine Prep. They implemented WayFinder amidst polarizing conversations and saw a transformative impact. The training provided them with a common language around conflict and a set of formative practices that brought their community closer together, embodied in their theme 'Stronger Together.'"

Goals of WayFinder:

"WayFinder offers conversational tools, spiritual practices, and a 120-day roadmap for implementation. It's about equipping leaders like you to manage conflicts faithfully and effectively."

Call to Action:

"Would you be open to exploring how WayFinder could be implemented at [School's Name]? I'd love to schedule a time for a more in-depth discussion or even a presentation to your leadership team. This could be the start of a transformative journey for your school community."

If the Leader is Interested:

"Fantastic! Let's find a suitable time to delve deeper into how WayFinder can benefit your school. I'm looking forward to it."

If the Leader is Hesitant:

"I understand it's a big decision. How about I send over some detailed information and we can touch base again in a few days? This will give you some time to consider how WayFinder aligns with your school's vision and values."

Closing:

"Thank you for your time and for the incredible work you're doing at [School's Name]. At the Colossian Forum, we believe in enriching communities through Christ-centered unity, and we see great potential for this in partnership with your school. Have a blessed day, and I hope to speak with you soon."