**ASSISTANT TRAINING (from the 2014 STC)**

*Some ideas of what Sonlight is and how to present it*

To engage people coming by booth:

* “Have your received our $15 off coupon?”
* “Would you like to sign up to win a bag of books? ”
* “Can I get you a brand new Sonlight catalog?” If yes, “Can I get you a coupon?”
* “Can I get you a Sonlight tote to carry all your convention materials?”

If they say they have a catalog, ask them if they have a coupon.

The most important part is to get them to fill out a card. While you are getting them the catalog, coupon, tote etc. say something like, “Can you fill out this card and then we can trade?” or something along that line.

Once you get their information, then you can ask a conversation starter. Here are some ideas:

* “Are you familiar with Sonlight?”
* “What are you looking for today?”
* “Is this your first time at convention?”
* “What have you found most interesting today?”
* “How many kids do you have? How old are they?”
* “Are you overwhelmed? Would you like to sit and rest a bit?”
* Approach stroller and comment on beautiful child
* Speak to the child – “How old are you?”
* “Are you currently homeschooling?”
* “Are you looking for something in particular?”

If they need counseling help they may say something like, “I have three children, 5, 7 and 2.” Then you can refer them to an advisor in the booth. If you are a greeter do not leave the front table. You can tell them they can talk to the next available advisor, or point them to the section of the booth they may be interested in and the next available advisor will be there to help them, etc. Do not leave your post.

The reason for this is that if you leave to help this one person/couple, 5 more families may walk by the booth and not get helped. If you are a greeter/hostess, your job is to greet! I have done this job myself many times and I know how to advise, but I say, “I really can’t leave my post right now (big smile) but if you want to look at that display over there, as soon as the next advisor is available I will be sure she comes to help you.” That works.

Also, if they really cannot wait and are in a hurry (to leave, to go to next speaker, etc.) sign them up and tell them we have friendly advisors they can contact for personal help. If they have a question and they don’t have time to wait for me, write their question on the back of their contact card (make sure they have a legible email) and tell them someone will get the answer and get back to them within the week. If their card is already in the bin, get a new card, put their name and a clear email and write question on the back.

If they are anxious to order you can tell them if they order by Sunday we will ship on Monday. We have little stickers we can put on their catalog that tell them how to do this.

A bit about Sonlight and some words you can use:

* Sonlight is the original faith-based homeschool curriculum.

If someone asks what is unique about Sonlight, we can start right here. We are the original faith-based homeschool curriculum.

* Sonlight: Empowering Families to Change the World
  + Empowering parents
    - great products and lesson plans
  + Engaging Students
    - through great books
  + Exceptional Outcomes
    - high academic standards
    - raising ambassadors for Christ
    - empowering kids to be critical thinkers

Elevator Speech:

“Sonlight is the original faith based homeschool curriculum. We empower parents, engage students and create exceptional educational outcomes. Sonlight gives parents all the tools they need for a rich, complete, educational experience. We use great books to teach core subjects in a compelling, refreshing way. Sonlight families read, discuss and discover the world…together.”

Key Points:

* Industry leaders and homeschool advocates
* Academic excellence with proven results
* Family strengthening
* Faith affirming
* Literature based
* You can pass on your core beliefs while learning along with your children

Some Selling Help:

* Keep in mind we do not take orders or sell in the booth, they have to do that through Sonlight—online or by phone.
* LISTEN to their needs. Their needs may not be what you think they are. LISTEN!
* Don’t try to begin solving the problem until I have a full picture of their needs.
* Connect with person and confirm understanding of them. “You told me that you have two children, ages 4 and 6 …”
* Use the word “you” frequently.
* Careful on open-ended questions when attendance is high.
* Be aware of the time you have spent, consider where the next question needs to go.
* Make recommendation and then confirm with them why Sonlight is a great choice.
* Aim for a 5-word (short) pitch – short sound bite that can be caught and retained.
  + What is Sonlight? Why is Sonlight different?
  + Empowering families to change the world.
  + Complete curriculum company for everyone.
  + Homeschooling for homeschoolers

Pixar Pitch—an idea for telling folks about Sonlight:

How to make a short story—an example from Pixar’s formula. You can tailor make this to your situation, but keep it short. Use bolded words to formulate your story.

**Once upon a time** there was a family that homeschooled

**Every day**, their children struggled with dry textbook reading, worksheets that mom had to

grade (school was a chore)

**One day**, they saw a family enjoying a book together

**Because of that**, they tried reading a book together

**Because of that**, they began to learn through real books and mom didn’t have to schedule

**Until finally**, they became lifelong learners

What do we want prospective homeschooling parents to know?

* Fun way to learn
* Scheduling done for you
* It works
* All ages, all subjects
* Can start at any time
* Family library
* Worth the investment

What do we want them to feel?

* Confident
* Eager to start the day
* Not overwhelmed
* Comfortable
* Calm
* Supported / not alone

What do we want them to do?

* Buy Sonlight
* Share the love with their friends
* Feel successful

Why is Sonlight different?

* Learning together as a family – builds family bonds
* Love to learn
* Quality education
* Positive moral character
* Best guarantee by far
* Teach critical thinking – not afraid of new ideas
* Open the whole world to our children
* Wider perspective offered / not afraid of hard questions
* Engages the student rather than dictate what to believe

When asked about Sonlight vs. My Father’s World

* First thing you will see is that Sonight is more expensive – give them the reason
* You are investing in your children’s education; you are making a decision for future
* If price was the exact same, you would want to go to SL because of ….
  + All materials
  + Better IGs
  + Prepared kids to critically think
  + More books, more engaging for parents
  + Friends have shared that MFW requires to go to library frequently

We don’t have to wait for prospect to ask the questions. We can consciously present the key comparisons. Don’t be ashamed of price.

“Hey, before you go let me touch on a couple of items.”

* Talk about price, resources available, parental time involvement (building relationship)
* Each profession requires its tools – carpenter isn’t going to borrow tools from another
* Value of mom’s time (not a commodity, most valuable in world)
* Did you know that families with home libraries are 20% more likely to complete college
* We need to own it up front to be able to join the conversation
* Don’t apologize, talk about the experience you get
* You are looking at a lot of different flavors; we were the first and the best