

School Cold/Warm Booking Contact Script

COLD CONTACT:

Hello, this is _____, with BTG; could I speak with Mr. /Mrs. _____ (Principal)? If not available leave voice message, but give some info to the secretary and ask if you could set up a phone appointment. Don't under-estimate the influence of the office staff.

"Hello, my name is _____ (how you're part of BTG) and I am calling concerning our organization "Break the Grey" that conducts high energy, relevant assembly presentations using multi-media, music, a staff of college age interns that perform skits, and our motivational speaker, Bill Ballenger. Break the Grey is helping define life for today's youth. Break the Grey helps students avoid the dangers of poor choices by offering presentations that deal with subjects such as character, choices, consequences, violence, drug use, suicide, self esteem, bullying, alcohol abuse, cutting, discovering their value, and vision and goal setting.

Bill Ballenger, the Founder of Break the Grey, and his wife Jodie, spent 2 years incarcerated after a series of bad choices that led a swat team to their door and ultimately cost them custody of their daughter. After their release from prison they regained full custody of their daughter and established themselves as law abiding citizens, changing the direction of their lives. Since that time, Bill and his wife, Jodie, have felt a desire to help other students avoid the pitfalls of the choices they made during that time in their lives.

Since its conception, Break the Grey has impacted the lives of thousands of students by equipping them to thoughtfully consider their decision making and how it affects their future. They travel with a team of college age interns that perform skits and MC the beginning of the assembly. They use a multi-media approach using relevant, current music the students will connect with.

We know that as a principal, you want to reach your students with this positive message as well and we are excited about how we can partner with you to change the lives of your students for the better!

We have an extensive library of testimonies from principals of Public schools from Michigan, Indiana, Illinois, Ohio, Tennessee, West Virginia, Virginia, Missouri, and Canada that you can watch to add to your understanding of this organization. (Share other areas as well according to geographical location.)

Would you be willing to review a 3 minute Break the Grey assembly footage? (We would suggest you connect to wifi and pull up a video from YouTube on a laptop,

smart phone or iPad.) (Get their email address if you don't have it and tell them you will send the link as soon as you hang up).

And would you consider including your school for an assembly with Break the Grey? When would be the best date and time for you?"

Cost of assembly is: \$1,200 (but if they say they can't afford it, ask them what they can afford and that depending on circumstances we may be able to negotiate the price a bit. Make suggestions for an under-writer – donor, or student run group to raise funds like Fellowship of Christian Athletics, SADD, Student Council, Honor group)

WARM CONTACT/RETURNING TO SCHOOL:

Same info above integrated in conversation but—

"Hello, this is _____, with BTG; could I speak with Mr. /Mrs. _____ (Principal)?"

**If not available leave voice message, but give some info to the secretary and ask if you could set up a phone appointment. Don't under-estimate the influence of the office staff.

"Hello, Mr. _____! We were in your school in _____ of 20____, and had a wonderful response from your administration and student body. We are planning on returning to your area and would love to come back to your school! We have had many amazing changes to our program, and our internship program has grown significantly. We have new skits, and our quality of excellence in our presentation has grown and increased. We have measurable long term results from the students and now have a testimony book we would be more than glad to send to you to examine those results.

When would be a good possible time to return to your school for an assembly?"

****Keep these details in mind when booking an assembly:**

- Need an hour to set up and need access to venue from that hour on through tear down
- Secure gym or auditorium
- Get student enrollment number
- Secure time/work towards an hour and 15 minutes to an hour and a half
- Need convenient access to venue (get info where to unload and park) & a place to plug in – we have all our own equipment
- Need half hour to break down

- If time is close to lunch – ask if they would cover lunch for team/ BTG would linger with their students and interact (usually no more than 15 present)
- Get down all details: date, time, location, address, email of principal and office assistant
- Upon booking: Assembly package must be emailed which contains: Assembly contract, assembly list with no concert, W-9 form, and invoice fee. Contact Jen Koning @ jenkbtg@yahoo.com to have package sent to them.
- Send all details to me (Val Norton) Valbtg@aol.com
- Email booking info to Jared Ballenger to be put on the tour calendar on the website.
- If you are calling a list of area schools, after the first one has booked, build the rest of the assemblies around that date week. HOWEVER, if that date doesn't work for a school, then schedule and book for another week and try to contact other schools in the area for the week that works for them.
- Encourage the school to join with their HS/MS to share cost. Each could pay half and have one assembly. Or if they are same day back to back or in two assemblies but in same location, we can offer a significant discount to each. If there are a cluster of schools in same week, we can offer some discounts. See attached document with discount breakdown.
- Ask if they would like testimonies sent to them and let Jen know to send with email booking package.
- Make use of booking forms in Field Managers resource page for you to keep your work organized. You may use this link to gain access to this hidden page on our webpage: <http://www.billballenger.com/pages.asp?pageid=109205>
- There are other resources that can be used on the LEC Resource Page as well. You may use this link to gain access to this hidden page on our webpage: <http://www.billballenger.com/pages.asp?pageid=109360>
- Refer them to the webpage to check things out.
- Say the principal's name a few times during the discussion. People love to hear their names.
- Offer an explanation of why BTG is different than other assembly programs (Multi-media approach with screens, videos, music, college age interns performing skits, social media follow up after assemblies, long term results in changed lives)

At end of successful booked assembly:

“We are so excited about coming back to your school! We know you will not be disappointed with the impact BTG will have on your students! Be looking for our documentation as soon as possible! You will be able to sign the contract and fax it

back and please do so as soon as possible. The information will be on the contract that will be sent. Please respond to our email so we know you received it.

If you have any questions please feel free to call us!

Thank you so much and have a great day! “

If said no at this time:

“Thank you for your time, and would you be willing to keep us on your list of assembly possibilities for the future? Is there a time we could call you back for future scheduling? (Make note of time, etc. Make use of booking forms in Field Managers resource page.) Can we send you some information you can keep on us for the future in email? Should we send that to your secretary or to you? Again, thank you for your time and have a great day!”

If at all possible, get a commitment for say FALL NEXT YEAR, or spring, etc. Then be sure and re-contact when he/she suggests.

Say the principal’s name a few times during the discussion. People love to hear their names.