

CoachDeck Live Phone Script - Baseball

“Hi, can I speak with, _____? Hi this is _____ with CoachDeck, how are you? The reason I’m calling is we’ve developed a neat little training tool for baseball coaches so even if they don’t have any experience or time to prepare they can still run a great practice. Its deck of cards with 52 fundamental drills that coaches from T-ball all the way up to Majors can do with their kids - I was just wondering if I could send you out a free sample deck to take a look at.”

(League representative says yes).

“Great. And what address shall I have that sent to?” *(Note the address and, if necessary, email. Read back the address to be sure).*

“Got it. And do you folks have any kind of a budget at all this year for coach training or coach appreciation gifts?” *(Listen to response, then give selling point).*

“You know what a lot of leagues that are using these things are telling us is that in the past, they’ve thought about giving their coaches books or manuals, but if you hand a busy volunteer coach a manual they’re going to think, ‘when am I going to find time to read this?’ and it ends up sitting in the back seat of the car all season. But if you give them this deck of cards, they really will go through it and if a coach shows up at practice straight from work and hasn’t had time to put anything together they can just pull out a few cards and have their practice plan right in front of them. So we’re really getting great feedback, I’d love to get that deck out to you and see what you think as well.”

(Client responds positively)

“It should get out to you in the next 3-5 days, when would be a good time for us to follow back up with you?”

(Response).

“Sounds good _____. So when you get the deck if you have any questions let me know, otherwise we’ll touch base with you again next week.”

Additional selling points:

Coaches, especially at the lower levels who show up and have 2-3 other dads there willing to help out, can give each one of them a card and have them break into stations with smaller groups.

Other selling points:

- ❑ Small enough for pocket or equipment bag.
- ❑ Spend a few minutes, “stacking the deck” before practice by putting 4-5 drills on top.
- ❑ Leagues that are using this like the fact that now there will something consistent that all coaches do at practice so kids each year will be doing the same drills even if they have different coaches
- ❑ Like having a professional coach help out at every practice your league runs.

Voice-mail:

Hi this is _____ with CoachDeck and the reason I'm calling is we've developed a really neat little training tool for baseball coaches so they can run a great practice even if they don't have much experience. Its deck of cards with 52 good, fundamental drills that coaches from T-ball all the way up to Majors can do with their kids, and I was just wondering if I could send you a free sample deck to take a look at. If you're interested, I can be reached at area code ____ - ____ - _____. I've also got an email address for you so I'll send you an email as well that will have a link to our site and some other information. So if it's easier, you can reply to that email or give me a call, but either way we'd love to get a deck out your way. Again, my name is _____ with CoachDeck and I look forward to speaking with you.