



INTERNATIONAL
LANGUAGES

SALES STRATEGY DURING COVID-19

RULES OF THE ROAD



PARTICIPATION

- Answer questions in the **CHAT BOX**

SALES KNOWLEDGE

- Lack of recognized **FONTS**
- **GENERAL** strategies



PRACTICAL TECHNIQUES

- Opportunity to **REFLECT**



“

**Treat objections as requests
for further information.**

- Brian Tracy -

EMOTIONAL OBJECTIONS

DESPAIR



UNCERTAINTY



FEAR

It is not the strongest of the species
that survive, nor the most intelligent,
but the one most responsive to
change.

Charles Darwin

DESPAIR



DESPAIR

“Its impossible to do anything right now”

Always negative things are happening

Champion's resource

Set SMART goals.

“Wait till things get better...”

Need to come across positive

Positive Shell

Double-up meetings to praise effort.
Gamification

“There is nothing we can do...”

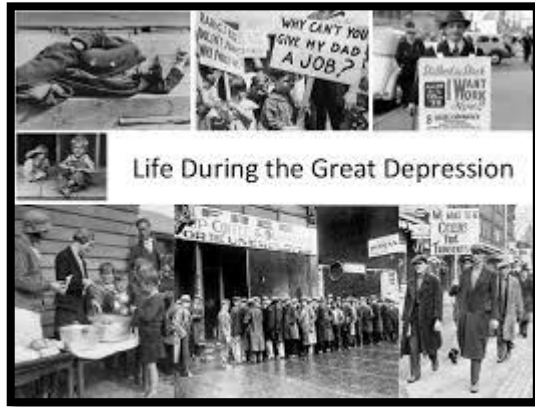
The economy creates poor competition

Increase activity

Be present.
Ruthless pipeline efficiency.



DESPAIR CASE: DRY CEREAL



Kellogg's



FEAR

LIFE'S

roughest storms

prove the

Strength

of our

ANCHORS



FEAR

SAFETY PROTOCOLS

KEEPING OUR SCHOOLS SAFE

UNITED STATES OF AMERICA

HOW WE ARE KEEPING STUDENTS SAFE

We understand that students will be nervous, but also nervous about their trip abroad. Below is a brief summary of some of the things we are doing to help make sure they feel safe when at school and where they are living.

IN SCHOOL SAFETY
Common areas and classes

- Through the school, physical classes and registers will be monitored closely.
- All assemblies will have floor markings to help provide one person per 20m² of seating capacity.
- We have set three hand sanitiser stations for all staff and students throughout the school.
- There have been changes and facilities moved to make it easier to keep a distance.
- Entrance to the school will be required to wear a face covering.

Class management and timetables

- All staff and student classes will be kept limited, such as the library will be kept for a range of 10 students to allow for more distancing. Study clubs and social groups will remain online.
- Students already studying will not be asked to return to classes unless it is a safety necessity.

ACCOMMODATION SAFETY

Homesday

- Students will be placed in single rooms only, unless the student requests to share a room with a friend from the same country.
- Students have been advised to bring their own bedding and towels to their accommodation.
- Students have been advised to bring their own hand sanitiser and to use it frequently.
- Students are encouraged to use the gym and other facilities to help them stay fit and healthy.
- Students are encouraged to use the swimming pool to help them stay fit and healthy.
- Students are encouraged to use the tennis courts to help them stay fit and healthy.
- Students are encouraged to use the sports centre to help them stay fit and healthy.

Residence

- Students are encouraged to use the gym and other facilities to help them stay fit and healthy.
- Students are encouraged to use the swimming pool to help them stay fit and healthy.
- Students are encouraged to use the tennis courts to help them stay fit and healthy.
- Students are encouraged to use the sports centre to help them stay fit and healthy.

STUDENT WELL-BEING

Self-isolation help

The Accommodation Team will be providing all new arrivals with a help sheet on self-isolation. This will include practical advice on what to do if you feel unwell, as well as advice on when to order food deliveries.

Ongoing support

The Student Support and Accommodation Teams remain available to assist you with any queries during this time. We will also do all we can to help support students during this challenging time.



WEBSITE

80 YEARS

80 years of excellence in education

WRITING COMMS

KAPLAN INTERNATIONAL LANGUAGES

Hola Paula,

Seguindo nuestra conversación enviamos toda la información detallada del programa y contactamos nuevamente en la fecha acordada. Recordamos que para separar el programa con las condiciones ofertadas, necesitaremos completar la siguiente aplicación y realizar un depósito inicial del 10% antes del 31 de Septiembre.

Trajectory Contamos con más de 80 años de experiencia, 4 escuelas por todo el mundo y más de 1 millón de estudiantes el año pasado.

Destinos Nuestros centros se encuentran en las más exclusivas ubicaciones, de las principales ciudades, de los países nativos más increíbles del mundo.

Metodología K+ Contamos con un sistema de enseñanza único que garantiza la mayor progresión en el menor tiempo posible.

BROCHURE

80+ YEARS
TRANSFORMING LIVES

1.2M+ STUDENTS worldwide

12K+ EMPLOYEES worldwide

10K+ BUSINESS clients

SALES PITCH & SIGN.

1. "First of all, how could we have heard of Kaplan International?"
 - A. Search engine or social media: "Brilliant, just how everything is now but, Kaplan appears in all social media as it is very popular among influencers. As we could saw..."
 - B. Referral: "Excellent! And, what is the name and surname of the friend / family member?" Search on the system. "...How was the experience?". "...Brilliant, as our friend/family mentioned..."
- USP:** "...Kaplan International is one of the colleges with more International Prestige. We have more than 80 years in the industry, more than 1 million of students come to us yearly and, we have more than 40 colleges around the world." (choose two)

FEAR CASE: ESTRELLA GALICIA



UNCERTAINTY

Maturity is the capacity
to endure uncertainty.

John Huston Finley

quote“fancy

K UNCERTAINTY

WHEN DO YOU WANT TO START THE COURSE?



WHEN WILL WE TAKE A DECISION ON THE PROGRAM?



Bonjour David,

Vous avez récemment effectué une demande de renseignement sur [Kaplan International](#) et je vous en remercie.

Si vous souhaitez recevoir gratuitement et sans engagement des propositions correspondant à votre projet, je vous invite à me préciser les éléments ci-dessous:

- votre date de naissance
- votre nationalité
- **la destination/ ville** où vous aimeriez vivre votre immersion
- l'hébergement souhaitée : chez l'habitant ou résidence
- le type de chambre : simple ou double
- **la formule de cours souhaitée**
- la date de début de cours souhaitée
- le nombre de semaines de cours souhaité

Découvrez la [garantie sérénité](#) mise en place par Kaplan International Languages. Cette garantie vous permet de réserver votre séjour linguistique avec la garantie de pouvoir décaler ou annuler votre réservation sans frais en cas.

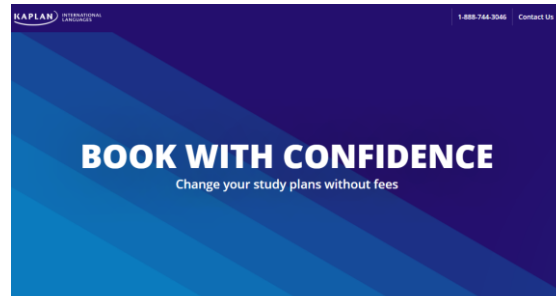
Je me tiens à votre disposition par email pour plus de renseignement ou sur rendez-vous téléphonique en [réservant votre créneau](#).

meaning, definition, explanation...

UNCERTAINTY CASE: KAPLAN LATAM

APRIL 2020

0%



INTRODUCING OUR
BOOK WITH CONFIDENCE
GUARANTEE



JANUARY 2021

90%

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Enrolment Policy





kaplaninternational.com

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