

SED DE SABER®-CONSTRUCTION EDITION
PHONE CALL SCRIPT

- “Hello, this is [NAME] from [HBA NAME]. May I please speak with [CONTACT NAME]?”
- “Hi [CONTACT NAME], I’m calling to follow up on our recent conversation regarding Sed de Saber®-Construction Edition. Do you have a few minutes to talk?” No→
“When would be a better time?”

YES:

- “Great! First, I want to hear if you have any questions about Sed de Saber-Construction Edition since we last spoke. “

YES → Refer to FAQ to help assist in answering.

NO:

- Recap from previous meeting/discussion on Sed de Saber-Construction Edition. “Just to recap where we left things last time, here’s what was discussed:”

BEFORE THE CALL: List the main points from your last discussion to review:

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- Next, I’d like to move forward in assisting you with ordering some Sed de Saber-Construction Edition systems for your employees. YES→
www.seddesaberconstruction.com to order.

NO:

- Do you mind if I ask what your concerns are?



- **PRICE:** Can work with you and local Workforce Investment Boards to secure funding / An English language solution for less than \$400 is far less expensive than potential OSHA fines or a spike in insurance premiums from just one jobsite accident / Completely reusable so one system pays for itself after two users
- **TIME COMMITMENT:** Can be used at user's own pace and off the clock. User chooses when and for how long he/she studies, which makes the program extremely flexible. Traditional English courses cause working conflicts on the jobsite, where this program eliminates that aspect and empowers the user to take ownership of their learning pace and progress.
- **EFFECTIVENESS OF PRODUCT:** Program was piloted by major builders in several areas around the country. Specifically, a group of workers from Pulte Homes had an average increase of English-language proficiency of 40% after just using Book 1! This program has been developed by subject matter experts to ensure builder relevance and has been endorsed by Department of Labor for technology-based adult learning. The hospitality version of Sed de Saber has been out for nearly 5 years and services over 32,000 users! It's a proven method!
- **OTHER DRAWBACKS:** "Child's Toy" – Refer to FAQs

- **FOLLOW UP FOR EACH:** "Does this help address your concerns?"

NO: "What would you like to see / how can I help you put your mind at ease with these issues in order to move forward?"

YES→ Great! It sounds like we are ready to move forward with the process. Let's set up a time where we can meet to go through the ordering process together and discuss how to initiate this program with your workers.

[SET UP TIME; CONTACT HBI REPRESENTATIVE FOR ORDERING ASSISTANCE]

If Still NO→ Ask to set up to time where you can meet with them face to face in order to have a more candid discussion about the program and its value to their organization. Contact HBI Representative for assistance and meeting ideas.

