

Setting Appointments

Team Leaders can recruit new Ambassadors, manage Ambassadors and approach elementary schools and their school districts with special bulk pricing for students from Pre-k to 1st grade, older students with learning difficulties and English Language Learners.

Once you feel that you're ready to move forward and start reaching out to schools, you will need to first schedule a SKYPE meeting with your Executive Director to give your first presentation for practice and feedback.

When you're ready, you might be asking yourself...

How do I set an appointment?

You will be assigned a territory dependent upon your location. FIE will provide you a list of principals & Superintendents contact information (email & phone #) in your territory to get things started.

FIE has designed specific emails to go out to principals and superintendents that have proven to have success in receiving a positive response.

*The email marketing to these potential clients will be handled by FIE on your behalf

Email Process	
✓	FIE will send emails on your behalf involving a free pilot. You will have examples of these emails so that you can review what is being sent out to both principals and superintendents
✓	If you do not receive a response from a principal or superintendent, FIE has set up an automation system to send follow up emails on your behalf until you receive a response.
✓	If you receive a response with a "not interested or take me off the list" FIE will take care of that for you.
✓	If a principal or superintendent DOES respond with <u>interest in learning more</u> , you will receive that email and be prompted to set up a time to visit in person or set up a Skype meeting and at the very least, set phone meeting to discuss the pilot.
In Person Meeting Materials	
•	Lap-top with internet connection
•	Projector (Ask the school for one before the meeting)
•	Power point/ Lead page
•	Leave Behind Brochures
Skype Meeting Materials	
✓	Lap-top with internet connection
✓	Skype Account
✓	Power Point/ Lead page
Phone Meeting Materials	
•	Smart phone with 3-way conversation capabilities
Meetings	
✓	First 3 meetings, you will have your Executive Director via Skype or phone with you
✓	Your Executive Director will help you run those first 3 meetings