

## How to sell using a written format. Manual

People who buy online want to use messengers because:

- they appreciate the quick response (32%)
- it saves time (23%)
- they want to keep a history of their correspondence (18%)
- it's free (15%)
- they just don't like phone calls (10%).

### The initial phrase

We need to be where our customers are.

### Difficulties of selling via messengers:

1. A large number of customers start with questions about the price. At any time, the client can simply stop responding to you
2. It's difficult to identify the needs
3. It is difficult to work through an objection; the client most likely will not even write it out (see point 1)

But it can be dealt with!

### Rules for selling via messengers:

#### 1. Admit that the conversion rate will be lower than via a call

The rule for heads of sales departments and business leaders

And accept it. There's nothing bad in this - you do not grieve just because the conversion of a cold call is lower, do you?

The cost of a written encounter is much lower than a request for a call when you have a client's phone number. This means that the deal's cost will end up being the same (most likely even lower) as of the deal with a phone number.

#### 2. Respond quickly

How quickly you respond to clients is extremely important. We remember the main reason why customers write rather than call - they want to get information faster

#### 3. Automate the system

Managers are humans, and they will not be able to respond to new requests as quickly as the client would like. Set up an automatic response to when the customer first contacts you. But remember, **bots don't know how to sell**. They can only collect key information about the client for managers - the child's age, city/area of residence, phone number etc.

And after that the bot calls the manager to the conversation so that:

- a) the manager who received the phone number calls the client and provides all the information in the call;
- b) if the client did not provide the bot with a phone number, they continue to communicate with the client in a written format.

Important: remember that the probability of selling by phone is higher. But if the client insists on continuing communication via messengers and/or does not want to give a phone number to the bot, do not insist - this may scare the client away, and they will simply stop any kind of communication.

Integrate the bot to respond to provide a quick response to the customers:  
[https://agency.algoritmika.org/it\\_bot/ru](https://agency.algoritmika.org/it_bot/ru)

#### **4. Follow the sales algorithm**

If the client refuses to give you their phone number and insists on using messengers, don't worry - you already know what to do, all the rules of sales by phone apply in this case as well. And remember, the most important thing - **first the needs, then the presentation.**

If the client asks directly about the cost from the beginning, do the same as you would when communicating by phone - explain to them that the cost depends on many factors, and you first need to ask a couple of questions.

An example of the answer to the price question: “Anna, good afternoon! I'm Monica, the head of educational processes at Algorithmics School of Programming. The cost depends on a number of things: the payment package, our current promotions and many other factors. In order to comment on the price, I would like to ask you a couple of questions first and then tell you the cost of the course that suits you, taking into account our current discounts, okay? 😊”.

Life hack: by presenting yourself, naming the position includes words like “education”, you “sell” yourself as an expert that can effectively choose the proper course for the child.

#### **How do we identify the need?**

It's mandatory to identify the need. Without this, you will overwhelm the client with large descriptions of all our courses, and they will be frightened and most likely stop the communication, postponing making a decision until better times :)

An example of what you can say to identify the need: “Helen, we have several courses for children who are Kate's age. Could you tell me, why are you interested in IT courses for children? Maybe Kate is passionate about computers/video games/design? Or, for example, you would like her to become a programmer in the future.

That way I will be able to understand which course/courses to recommend to you.”

## How do we present the product?

Based on the identified need.

Formula:

1. Repeat what the customer told you but using different words
2. Make a proper link "I would recommend the \_\_\_ course for Kate. It fits perfectly the *"name the particular need"*."
3. The presentation should be rather short and totally based on the need + one sentence about the scale of Algorithmics
4. Question for closing the deal "Do you think Kate would be interested in the course? I can invite you to the introductory lesson this weekend, where you'll get to see everything with your own eyes" (*read more about closing the deal later in the Manual*)

## How do we present the cost?

Most likely, after the presentation of the product, the client will be interested in the cost. And don't forget to comment on the price yourself if the client has already asked the question.

Present the cost to the client showing the benefits

Example: "The price includes classes in small groups with a teacher and 24/7 access to our learning educational platform where children can work on creating their projects and do tasks to practice what they have studied.

Now about the fees.

The cost starts from \_\_\_ dollars per lesson when paying for a full year of studies. So the total price will come to \_\_\_ dollars.

When paying for half a year, the cost of 1 lesson is \_\_\_ dollars. The total for eight months is \_\_\_.

We have payment options for shorter periods of time, but the cost of a lesson will increase. For comparison, when paying for the minimum period of 4 classes, the cost of a lesson is \_\_\_.

If you compare paying for the full year with the monthly payment you will save as much as \_\_\_ dollars."

## 5. "No" to short answers. Remember that you communicate with the client

The most important mistake in sales using messengers is giving simple answers to a customer's questions without trying to seize the initiative and close the deal

Poor example of a dialogue with a client:

- Good afternoon, can you please tell me the cost of...
- Hello! It's \$100 for 4 classes
- Do you have schools in the [x] district?
- No, but there is one in [y]
- Thank you!



### **What should have been done differently:**

1. Take initiative from the start
2. Do not let the client finish the dialogue without attempting to “close the deal”

### **6. Closing deals!**

When using the written format, the client, having received the information they require, can easily leave the dialogue by simply stopping to answer. This risk is especially high once you've stated the cost presentation.

To minimize the possibility of this:

- a) follow all the rules of this manual;
- b) ask questions to customers at the end of each of your messages, so that the dialogue continues. “What area do you live in”, “Online or offline”, “What time is the most convenient for you to attend the classes”, etc.

If you do not continue the dialogue, there is a high probability that the client will simply stop answering after reading your message.

- c) be sure to ask the main question that prompts them to make a decision regarding the “deal” (“a deal in this context can be any action you want from a client - signing up to an introductory lesson or a group, etc.).

Mistake: asking the question “Helen, would you be interested in this?” - it is difficult to answer something like that.

### **Use tools that simplify and speed up the solution:**

- a) “**calls to action**” are sweeteners that make the decision-making process easier. This is an advantageous offer that is difficult to refuse — a gift in return for signing up, a discount if they pay today, participation in a promotion, etc.

“Attend the introductory lesson before the end of the month as we have a special offer: if you pay the day of the lesson, you will get an additional discount”.

- b) the “**choice without a choice**” technique - offer the client a choice of two options, both of which are equally good for you. At the same time, in order to continue the dialogue, the client must either choose from the options or ask for a third alternative.

Example: [We have introductory lessons on Thursdays and Sundays, when is it more convenient for you to attend?](#)

- c) the “**simplify the solution**” technique - it is difficult for some clients to make a decision “here and now”, so they need assistance and need to be brought to the “main” solution with smaller steps - an answer to a series of short questions, such as regarding what area they live in, whether it's more convenient for them to attend the course on weekends or weekdays (this is simplification of the solution and choice without a choice combined)

Example: [I can sign you up for a trial lesson. What area do you live in, I'll find the nearest location for you.](#)

Example of closing the deal using the Manual's tools:

I can sign you up to an introductory lesson this month as we have a special offer: if you pay the day of the lesson - you will get an additional discount. What part of the city do you live in, I'll find the nearest location."

### **7. Learn the details in a particular order**

We ask one question, and we wait for an answer from the client. As soon as we receive their answer, we ask the second question, and so on.

If you send all the questions to a client via WhatsApp at once, it will scare them away.

But don't break it down into very small parts. Prolonged correspondence will tire the client out, and you as well, especially if there are pauses between messages

Example "How old is your child and what is his/her name? And you're from [x city], right?"

### **8. We text "short and to the point"**

You must not write long texts and "dump" them on the client. Write concisely and accurately, and break up thoughts into paragraphs so that everything is easy to read and comprehend.

### **9. Personalize**

Call the client and their child by their names

### **10. Justify why you need an answer to certain question with reference to the clients' benefit**

The written format is a tedious and delicate matter. Therefore, if you need to get something from a client that either a) implies a detailed answer or b) involves providing personal information (a phone number, for example), explain to the client why you need it.

Why? Without justification, the client may think that:

a) you asked just to tick a box (for example, about their child's hobbies);

b) you just want to get rid of them and not continue the written dialogue, and therefore you need their number

An example of justification: "David, what is Anne interested in? I'd like to know this so I can figure out which courses she would like."

"David, based on her hobbies, I think that Anne will be interested in as many as four of our courses 😊. How about I call you at a convenient time, and tell you about them in detail?"

### **11. Communication only via Kommo**

Otherwise, you will simply be torn between browser windows and messengers on your phone.

Integrate social media and messengers to your CRM-system

IMPORTANT: don't forget to set tasks!

## 12. Be on the same page with client

You can communicate informally in social media and messengers. Therefore, use emojis — they make messages friendly. You can joke, but don't get too informal. In addition, you can use the "I understand" technique. Show that you are on the same page with the customer, and accept and understand their difficulties.

### SCRIPT

- *Good afternoon! Please tell me the cost*
- Good afternoon, my name is Monika Smith, the head of the educational process at the Algorithmics International School of Programming. Helen, the cost depends on many factors. Let me ask you a few questions first, and then I'll tell you about our fees and current promotions, is that okay? Can you tell me how old your child is and what his/her name is? :)
- *12, Laura*
- Great. Tell me, what kind of teaching format would you like to choose - online or offline? And if it's offline, then in which area of [x city] do you live?
- *We're considering both options, which one is cheaper? In [x district, on [y street]*
- Great, I see. The format you choose actually has no effect on the cost of studying with us. Online groups have up to 6 people, and offline ones have up to 12. I have 2 final questions I'd like to ask so I can choose the best course for Laura. What does Laura enjoy doing? Why are you interested in IT courses? Is she passionate about computers/video games/design? Or, for example, you would like her to be a programmer in the future.
- *She spends a lot of time at the computer, she might as well get something useful out of it :)*
- I understand :)  
We have a course that should interest Laura!

## PRESENTATION OF COURSES

### The Coding Knight

This course is a great start for a young child to get into programming. Nowadays, children can use gadgets just as skilfully as adults from the age of 6-7, but they still don't know that they can do much more than play games and watch cartoons.

What do we do on the course?

- we get acquainted with the Scratch Junior programming language and learn how to apply basic programming concepts;
- we create our own games and cartoons, and learn how to invent and animate characters;
- we develop the skills of logical and algorithmic thinking;
- and at the end of the course, we present our projects to each other: we learn how to justify how we did them and receive feedback from our "colleagues" and create our first developer portfolio.

Your child will definitely like our in-house learning platform, where we not only study and create projects, but also play games that other children have created, and meet and find new friends based on shared interests.

Thousands of children from all over the world study The Coding Knight course; it's where they fall in love with programming and find the inspiration to keep developing their skills in this area :)

## **Graphic Design**

It's great that your child is interested in developing their creativity! We have just the right course for them, where we will help them develop their creative skills and create their first website based on an individual plan.

What do we do on the Graphic Design course?

- using the CSS tool (style sheets), we learn how to craft visuals with shadows, indents, various frames, a background for our site and even button icons;
- we learn how to apply all these small-scale settings to our websites, based on our own ideas;
- we modify illustrations, and give them new meanings;
- we add new objects to illustrations;
- we create frame-by-frame animations and 3D models.
- and at the end of the course, we present our projects to each other: we learn how to justify how we did them and receive feedback from our "colleagues" and create our first designer portfolio, with a fully-fledged layout and thoughtful design.

At the same time, in addition to design, your child will learn how to do full-scale programming, learn how to understand the principles and logic of writing code, and learn how to produce an effective website structure.

And, of course, they'll get to do all this while making new acquaintances who share their interests. Algorithmics has its own in-house learning platform, and a

whole online community of students from all around the world who can always inspire you to create something new!

## **Video Content Makers**

Shooting different videos and telling other people about yourself is a very interesting hobby that you can even monetize if you know how to do it correctly. For a child, our Video Content Makers course could be the start for their own projects and development in this area. As you know, the more a blogger creates a variety of content themselves, the better they succeed in promoting their resources and platforms.

What will we learn from the course?

- to create high-quality content, from the initial idea and content plan to editing and voice acting
- to promote our own channels on YouTube and other platforms
- how to monetize a blog
- how not to be afraid of the camera, speak publicly and communicate effectively with an audience
- to understand the layout of a site, how to write code for it and design it according to a plan

The result is that we create a website that will function as a personal blog: on it, your child will be able to publish their videos and other news there.

There are a lot of interesting things on the course: new acquaintances, working with various programs and equipment for filming, and even with a chroma key just like on the set of a movie.

## **Unity**

If your child is passionate about playing games or just enjoys computer technology, wouldn't it be great if they knew how to create their own game worlds?

The Unity course is a great opportunity for your child to not only show their love for computer games, but also to unleash their creative potential.

Here's an interesting fact! According to our data, 93 out of 100 leading game studios use Unity. In addition, this platform is used by architects, designers, directors, and developers of mobile and PC games and even console games (Playstation, XBOX)

What will we learn from the Unity course?

- to create level designs
- to programming in C#
- to create 3D models and develop an interface
- to work with game genres and their mechanics
- to create projects for Windows and Google Play

I think your child probably knows something about Unity and will be delighted that they could learn to create their own game with it!

And, of course, they'll get to do all this while making new acquaintances who share their interests. Algorithmics has its own in-house learning platform, and a whole online community of students from all around the world who can always inspire you to create unique projects!

### **Digital Literacy:**

Your child has just started school, but they're already interested in computers and want to understand them better. Most often, computer science lessons do not start right away in elementary school, so if you don't want to wait, but instead start studying computers right now, we have a Digital Literacy course that your child can join :)

The purpose of this course is to develop children's independence in working with computers, but in a safe environment. We will also teach your child to use a computer not just for entertainment, but also for solving school-related and day-to-day tasks.

During the course, we will learn:

- to create tables and presentations
- to work with text documents
- to work in graphic and video editors
- to use cloud applications
- to work independently on the Internet, in a safe way
- to create websites
- to work in a team
- to create and present their own projects

Also, we use clear and interesting techniques for children to help them learn - creating their own funny comics, a storyline with a script, and game characters with beautiful graphics :)

This course is a great opportunity for a child not only to learn how to use a computer competently, but also to make new friends with similar interests and have an exciting time, and along the way learn what area they want to develop in subsequently.

## **Gamedesign**

I can say with confidence that there's nothing harmful or bad in your child's passion for games: on the contrary, it's really cool, because they're very likely to have thought about creating their own game at least once :)

Our Gamedesign course can serve as a great start for your child to learn how to create their first games on their own.

The course in brief: your child will learn all about game creation and game design in the IT industry, encounter basic concepts in physics, and even touch on the topic of marketing to attract other users to their game.

What do we do on the course?

- we master the basic tools of Roblox Studio and the Roblox scripting language (Lua);
- we develop our own games with different plots and game mechanics;
- we learn to code puzzles and logic-based tasks;
- we learn how to design our games in ways that will help to attract other players to them;
- we develop spatial thinking;
- we expand our vocabulary;
- we learn how to plan our work by mastering the basics of time management;
- we learn how to work in a team;
- we develop our aesthetic tastes;
- we develop our public speaking and presentation skills.

The whole course is based on the children's interaction with each other and their teacher - this is very important for helping them learn how to work in a team and to take on feedback in a healthy way. Your child will be able to see feedback on their projects straight away on the learning platform, because other children will play their games, like, and comment on them. They will be able to develop their entire game world from conception to implementation and create their first developer portfolio with their own projects.

## Visual Programming

It seems that your child is ready to take confident steps forward in IT! For this age, programming in the Scratch language is suitable, which is designed for making games, cartoons, and just writing their first but serious code.

During this course, we will learn:

- To develop algorithms using sequences, events, loops and conditions;
- To determine the best algorithm for solving a problem, and improve the current algorithm;
- To identify and correct errors in programs;
- To develop our own programs
- To present our projects and code for friends and adults;
- To create our own projects using coding – games, cartoons, and much more besides.

The whole course is united by a space-themed storyline – by controlling game characters, the children realize that programming and creating games is interesting. A nice bonus – a colorful story about outer space expands their horizons and gives them knowledge about other school subjects :)

And, of course, the Visual Programming course will be a great start if they want to develop their programming skills further.

## Building Websites

Based on what you've told me, I can see that your child is quite creative, while they also have an inclination towards the technical side of things. Maybe they would be interested in our Building Websites course? :)

In this course, your child will learn how to create websites and adapt them to mobile devices, learn the basics of design and layout, create their own projects, and work together with other students on shared tasks – just like a real team of programmers.

What do we do on the course?

- focus on the structure of a website;
- create a website with the structure we want;
- deal with the layout of the website's formatting by looking at HTML/CSS;
- create/edit a website layout in Figma;
- format the site according to the layout;
- format containers, and animate interactive objects;

- work on our own individual projects;
- learn to give feedback on someone else's website

In each module, the guys will create a static website which they will publish on the Internet, as well as put together their first web developer portfolio.

This course will really help your child to discover their creative side, and at the same time teach them to look at websites not only from the outside, but also from the inside.

## **Python Start**

I can see that your child has a serious inclination towards programming! Something simple just won't do here, so I'd like to suggest straight away trying to learn one of the most popular and complex programming languages - Python. At this age, it's important to get a visual result from such hard work, and with Python, your child will certainly not lose interest in programming, because with this language you can create an interesting application, the code for a website, or make a 2D game from scratch. Or they can try to develop simple artificial intelligence – a chatbot that will recognize text commands.

I'll tell you very briefly about the course, because it's quite long - it's spread out over two whole academic years, but each module allows you to see the results and motivates you to keep going!

Throughout the course, we will:

- learn to test and collect feedback;
- gets acquainted with employees from neighboring departments (from recruiter to technical director)
- perform work tasks of varying complexity (from implementing a commercial order to launching a beta version of their product).

Do you want to know more about what we will do during each year of study? :)

## **Python Pro**

If your child is passionate about games and loves all kinds of digital content on YouTube and other multimedia resources, then you can drive their interests in this emerging direction. For example, YouTube and Instagram are partly written using the professional Python language, while the famous and iconic games World of Tanks and The Sims were also written using it.

On the Python Pro course, your child will do what they enjoy doing, but at the same time they will not just sit at the computer - instead they will receive useful skills both for their future profession and for general development.

This course lasts 2 years, and here's how many cool things we will have time to do during this time:

- we create at least two 2D games in the PyGame library;
- we make at least one desktop application in the PyQt5 library;
- we make a 3D game (using the panda3d library),
- we make an interactive online quiz (using Flask),
- we complete a data analysis project (in Pandas),
- we design a model using machine learning algorithms (with sklearn)
- we develop a mobile application (using Kivy).
- we create a portfolio on GitHub
- we learn about the specific features of career development in IT

We know there are a lot of incomprehensible words here, but we assure you that your child will be so excited about this activity that they will at some point share what these words mean with you - using language you can understand!

So, shall we try to get your computer-obsessed teen interested in Python?