

# Call Script for the Education Vertical

*Use this call script for outreach to education prospects.*

Hi [NAME], this is [YOUR NAME] from [YOUR COMPANY]. The reason for my call is that many schools don't have phone systems that deliver the reliability and service they need at a highly cost-effective price. Vendors offer a lot of features—probably way more than you actually want—but don't provide the right mix at the right price with local, hands-on support.

What if you could modernize your phone system to get rock-solid, resilient service with personalized, white-glove support—and do it all cost-effectively?

## *If open to discussion (general questions to ask)*

*We work with a lot of schools, like [NAME RELEVANT CUSTOMERS IN THIS VERTICAL] to provide them with a phone system that includes the key capabilities they need, delivered with unparalleled service and at an affordable cost.*

*Our education customers tell us that call quality, redundancy and failover, flexibility, and value-for-price are key. If you don't mind me asking, what capabilities are critical for your school that are either missing from your existing setup or that are not meeting your needs?*

*[Move to close]*

## *If not open to discussion*

*When would be a better time to call back? Or is there someone else at [SCHOOL] I should contact?*