

## **Energy Pods – sales pitch**

### **Questions to the headmaster (proviseur)**

Do you sleep well? / Do you take naps?

What do you think of napping at work?

Do you think a nap can improve the performance of teacher?

How many teachers do you have in your school?

How old are your teachers on average?

Do you think your teachers are performing well enough?

Do you have a rest room at school? /Do you have a nap room in the building?

Do you have a dedicated room for your teachers to relax?

(if yes) What equipment does this room contain?

Have you ever thought of a rest room for teachers?

What do your teachers do when they have a free period (un trou)?

Are your teachers often missing on sick-leaves? / How many sick leaves do you get every week? / Are your teachers tired? / Do you have stressed teachers in your school?

Have you heard of us before? = Do you know my company and our products?

Do you know our product? Do you know the EnergyPod?

Are you in favour of innovation?

Do you want to test it before? = Would you like to test it before?

Would you be interested?

Do you have a budget dedicated to your teachers' comfort?

What budget do you have?

### **Arguments in favour**

Thanks to the EnergyPod, your teachers will be less stressed

They will also be more productive.

It increases the physical and mental strength of teachers and increases the reputation of the school.

It only takes 20 minutes a day.

You can optimize the productivity, creativity and motivation within your teams.

It will permit to have less burnouts, stress and sick-leaves.

Energy pods promote serenity, they improve the general mood, and create a better balance between work and private life.

Your teachers will be more relaxed and therefore more effective

Your teachers will be grateful, they will thank you.

You will be different from the other schools : You will be the first to have this.

You will be a modern, up-to-date school using the latest technology.

It will allow your teachers to rest.

The price is very reasonable : it is an affordable investment.

The EnergyPod looks like a bubble.

The music helps people fall asleep.

It uses state-of-the-art high technology.

The noise around doesn't interfere with the noise of the machine.

This new technology can make your teachers happier.

We have an excellent after-sales service.

### **Arguments against = Possible objections**

The price is too high for my school. = It's too expensive for us

I have a lot of teachers : I can't buy 100 pods.

Isn't it bad for the health?

Sleeping is a waste of time! = We have no time to take a nap

Energy Pods take up too much space

Our school does not need this kind of technological tool

This machine will consume a lot of electricity

It looks too complicated to use.

The school is not a holiday camp!

Do you guarantee the quality of your product?

Im afraid my teachers would sleep too much.

What if the students wanted Energy Pods too?

What happens if it breaks down?

How long does it take to have it delivered?

I have seen no positive or negative comments by other clients.

It can create tensions between teachers who all want to use it at the same time.

It can encourage lazinesss ...

I don't want to change anything.

We do not need this.

Shoudn't we ask the teachers' opinion first?

### **Overcoming objections**