
Up Your Texting Game!

How To Build Rapport and Engage Leads Over Text





74%

of smartphone users have zero text messages waiting to be read.



95%

of text messages are read in 1 minute.

**THEY'RE
READING
YOUR
TEXT
MESSAGES**



TikTok

@nicole.splitts

When your GenZ student
workers have phone
anxiety ...

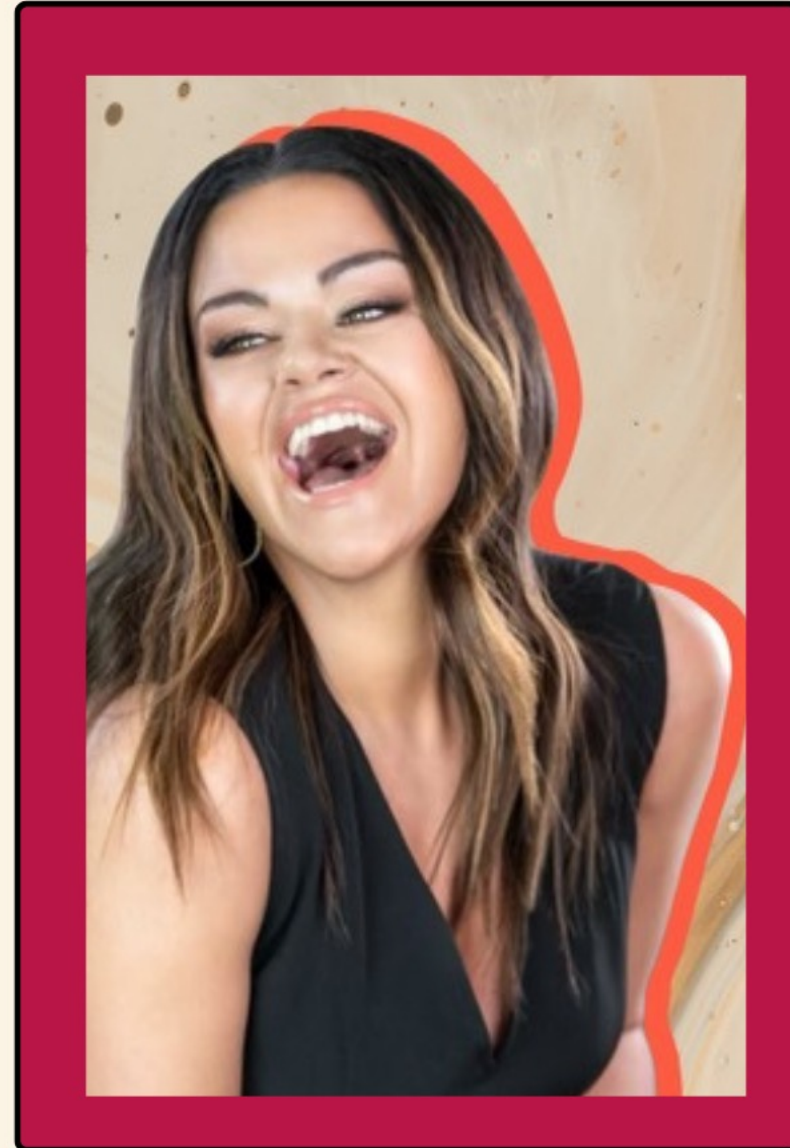


Your leads have *phone anxiety*.

15+ YEARS OF EXPERIENCE

introduction
ABOUT ME

- Executive Director
Beauty Schools Marketing Group
- Consultant, Admissions Trainer
Lyles Inc (jennlyles.com)
- Corporate Marketing Director
Bellus Academy (4 locations)
- Membership Communications Director
American Association of Cosmetology Schools
- News Reporter
WHNT-News 19, CBS Affiliate In Hunstville, AL



**JENN
LYLES**



Results with a multi-campus school who dropped their calling strategy.

48% contact rate to 75% contact rate

55% show rate to 86% show rate

The goal of a
rep is not a
phone call.

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LEAD >> GET IN CONTACT

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CONTACT LEAD >> BOOKED TOUR

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CONTACT LEAD >> BOOKED TOUR

TOUR >> ENROLLMENT



The goal is not a phone call.

The goal is to get in contact. Period.

New lead

New lead



Call first.

Connecting via phone is the best way to build rapport and get a booked tour. That said, the goal is a tour, so not everyone feels comfortable on the phone.

... then text

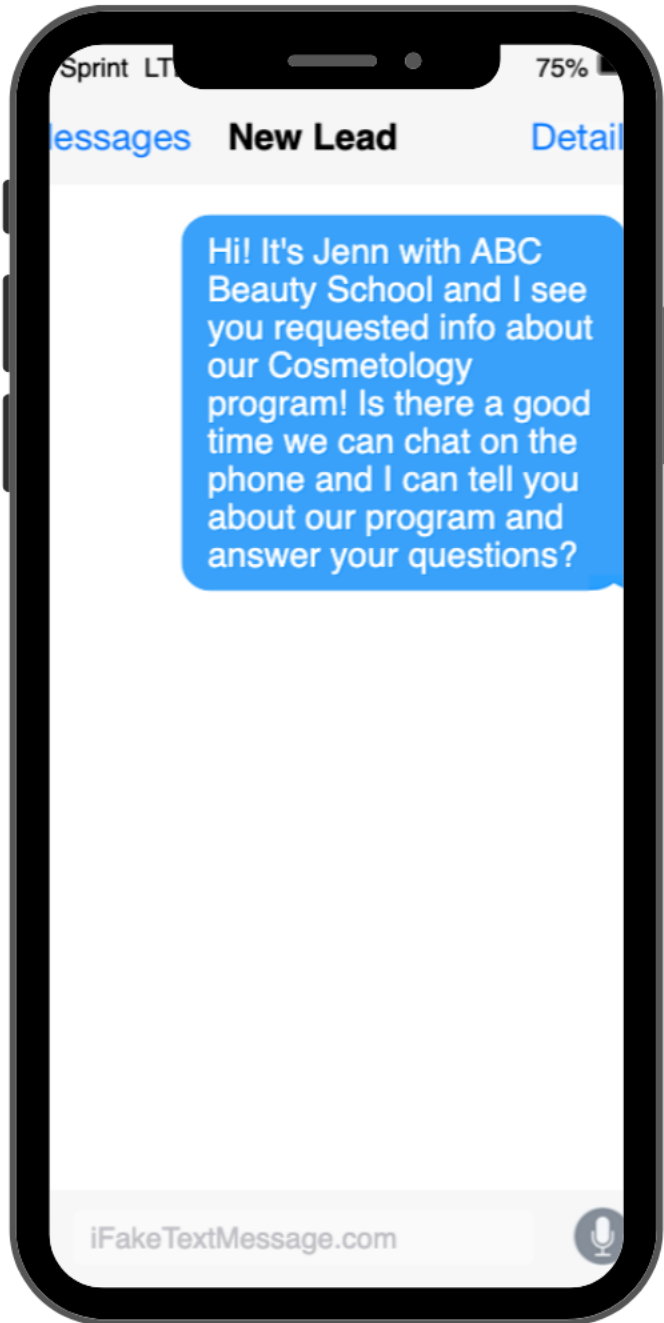


They're more likely to text you back if you call first.

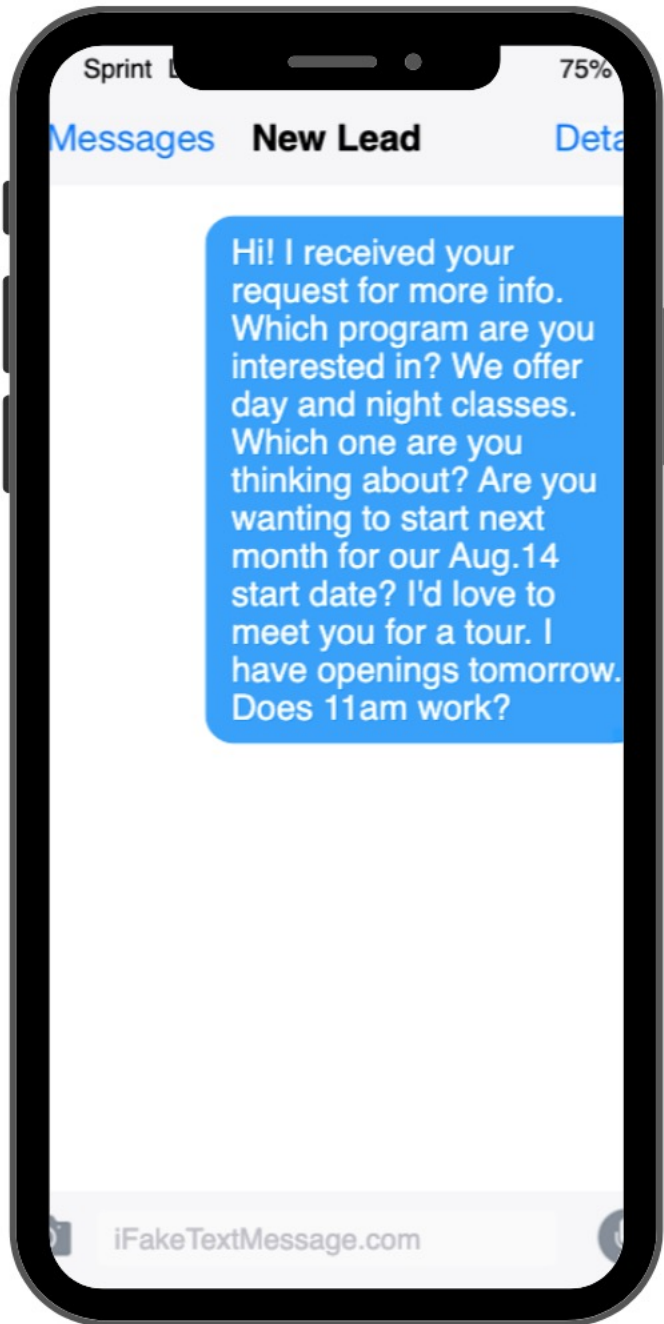
Our goal is to get a response to pivot to a tour.



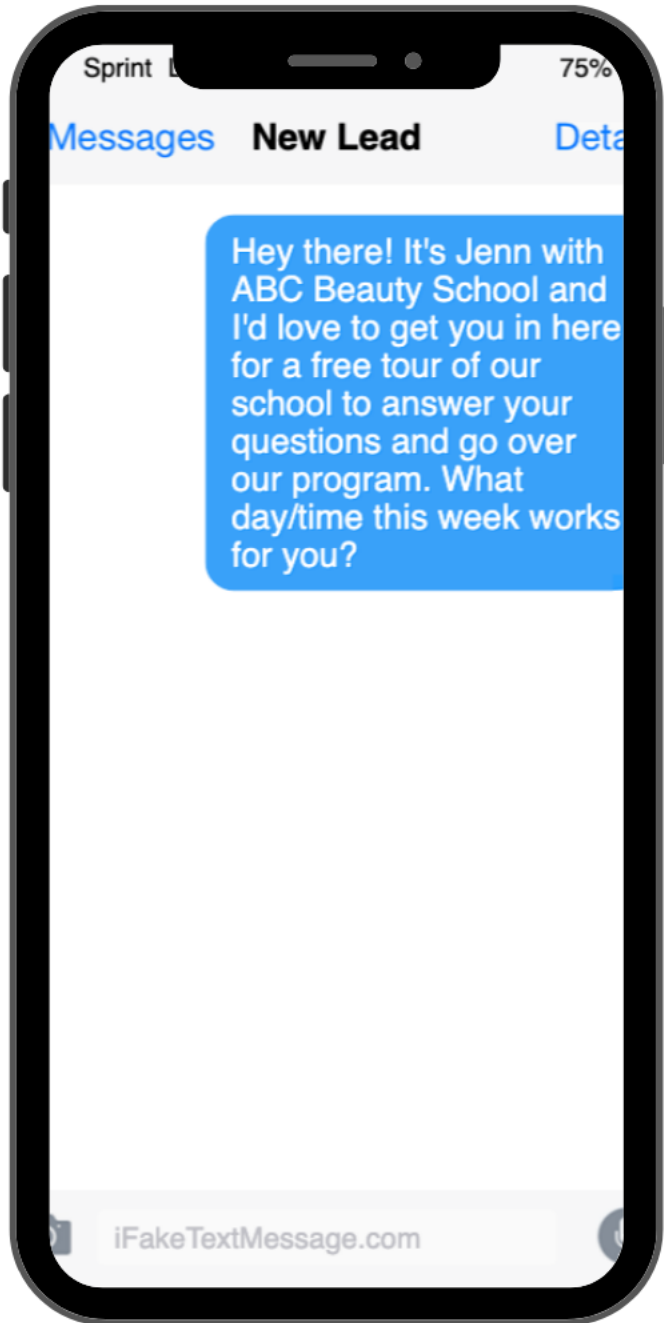
Mistakes reps are
making with texts.



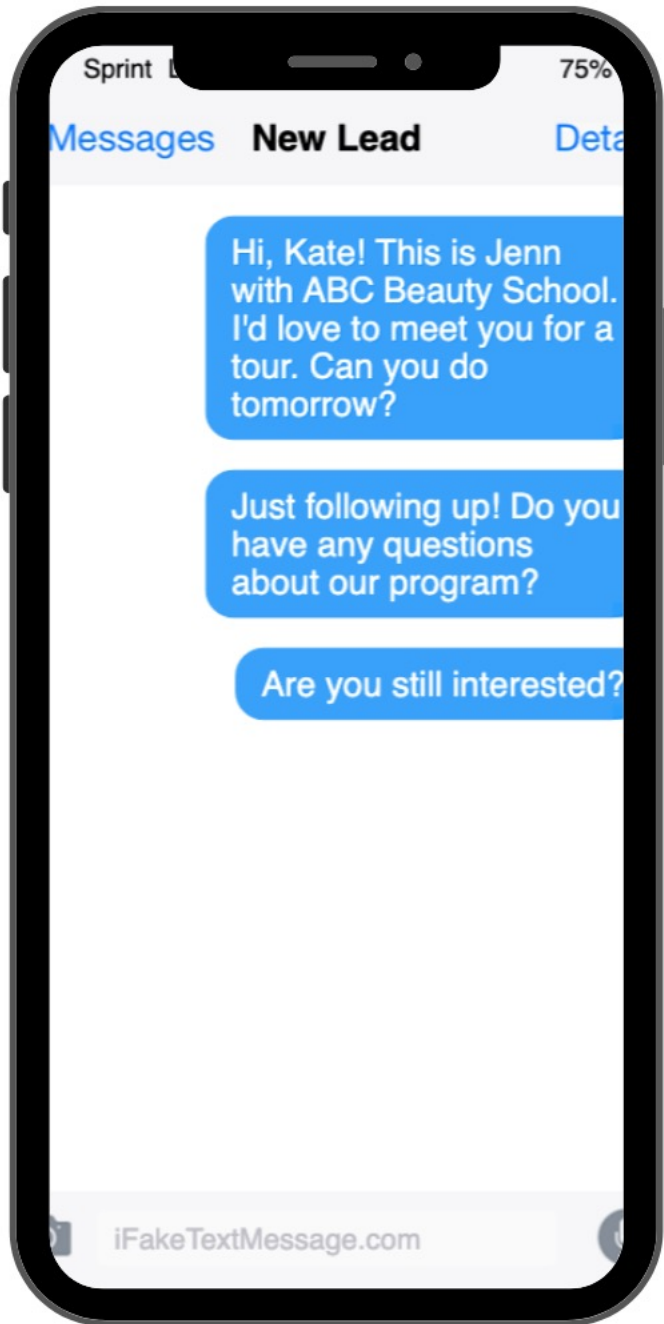
Pushing to a
phone call.



Asking
multiple
questions in
one text.



Jumping to
a tour.



Not enticing
and giving
easy outs.



The key to good texting.

Give a breadcrumb and then ask a follow-up.

Attempting contact

Hi, Katie! This is Jenn from ABC Beauty School and I received your request for more info about our Cosmetology program. How long have you been thinking about a career in beauty?

Katie, enrolling at ABC Beauty School is a pretty simple process. How soon are you looking to start school? Right away or in the near future?

Quick question—are you familiar with FAFSA? Starting this free application will help you determine what grants/loans you're eligible for. Would you like me to send you more info?

Katie, I'm not sure what you're doing for work now, but when you graduate with us, we'll help you find a job! What are you hoping to do—work at a salon or maybe work for yourself?

We have flexible schedules for busy people like you! ABC Beauty School offers part and full-time options. Would day or evening classes work better for you?

ONCE YOU GET IN CONTACT . . .



PIVOT TO A TOUR

- All text message responses should pivot quickly to a tour
- Rules: Acknowledge what they said, be excited and show empathy. Let them know: *Great! The next step toward enrollment is a tour of our campus. This is when I'll show you around, discuss our curriculum, answer any questions you have, and go over schedules and cost. Is there a day this week that works for you?*
- Once they respond with a day, give time options. I have a 10am and 2pm. Do either of those work?



ONCE A TOUR IS SCHEDULED

- **Email over tour info**—address, what to bring, setting up an FSA ID, FAFSA, etc.
- **Text:** *Your ABC Beauty School tour has been scheduled for Monday, April 12 @ 11am. I just emailed you details about what to expect and what to bring. Text or call if you have any questions beforehand.*
- **DAY OF TOUR TEXT:** *Katie, I'm looking forward to seeing you at 11am today. There should be plenty of guest parking for you. When you get here, just tell the front desk you're here to meet with Jenn. Looking forward to meeting you!*
 - This is for their anxiety. Parking and what to do when you enter the doors gives a lot of people anxiety.
 - Do not give them an opt-out. If they cancel, reschedule without being passive aggressive

NO SHOWS

Don't be passive aggressive. Don't make them feel guilty. Call, leave a message and/or SMS: *Katie, I'd still love to meet with you. I know things happen. I have some open times tomorrow or Thursday. Just let me know if there's another day that works better for you!*

○

**you've
met with
them**



now what?

Pivot them

"There are 5 steps to enrollment, and you've already completed 3! Your next step to enrollment is to complete your FAFSA. This still need to be completed. Is this something you need help with?"



High school

"Congratulations on graduating!

If you're still pursuing cosmetology school, we have a couple start date options remaining in 2023.

Are you hoping to start right away or enjoy a summer break and start in the fall?"



Service offer

"Hey, it's Jenn with Aveda! It's been a few weeks since we met, and I wanted to offer a free service at our school to you.

It'll give you an opportunity to talk to a student about our education and ask any questions.

Would you like to come in next week for a complimentary facial?"



BEST PRACTICES

Text messages



- **Ask EASY questions.** The goal is to get them to respond so that you can pivot to a tour.
- **Build rapport**—give information and ask follow-ups. Example: *We know our students are busy! That's why we offer full and part-time schedules. Would day or evening classes work better for you?* Note: This gives info but then prompts an easy response from the lead ... and moves them further along in the funnel.
- **I like asking people to text something (like a word).** Example: *We're offering \$1,000 scholarships to new cosmetology students! Text YES if you'd like more details about this scholarship program and to see if you qualify.*
- **Don't sound robotic or like a chat service.** Sound like a human being who wants to get to know someone

If I owned a school, I'd invest in:

- GREAT CRM
- WEBSITE CONVERSION
- PPC (GOOGLE ADS)
- BEAUTY SCHOOLS DIRECTORY





About Me

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