

# Recreational Sports Leagues and Organizations



## What they care about

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1. Recruiting new members for leagues, sports academies, and teams
2. Informing players about deadlines and important announcements
3. Alerting members of time-sensitive changes
4. Efficiently organize and manage teams into specific contact lists
5. Saving time, money, and manpower with a single software solution

## All-in-One Marketing Feature

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1. Social media, mobile keyword, online sign-up pages
2. SMS texts, email newsletters, appointment reminders
3. SMS blasts, voice broadcast
4. Online sign-up pages, Facebook sign-up page
5. Mobile text, email, voice broadcast, IM, and social media all available on a single integrated platform for one low price

## Opening Statement

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{Intro statement}

I'm calling today to discuss an all-in-one messaging service that many recreational sports leagues and teams are already using successfully to communicate with players and easily manage their organizations.

## Questions

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1. Are you finding it challenging to increase membership for your sports league or academy?
2. How are you keeping players informed and updated?
3. What ways are you alerting members of critical announcements and time-sensitive changes?
4. Do you find it difficult to manage so many different teams and contact them accordingly?
5. Are you using multiple vendors for emailing or texting services?

## Benefits Statements

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1. Boost membership for your sports team, league, or organization by advertising mobile keywords on your team or organization's website, in gyms, and school bulletin boards to invite newcomers to join. You can create online forms for easy sign-ups with online sign-up pages and Facebook widgets. Communicate with social audiences as well by posting fun pictures and enticing messages on Facebook and Twitter
2. Email newsletters are great ways to keep players and parents in the loop about game schedules, team dinners, registration deadlines, and practices. You can send appointment text reminders on game days to remind players to show up on time and to come with a winning mindset.
3. Make notifying members of critical changes a breeze with SMS blasts and voice broadcasts. You can text team members about last-minute player changes, cancelled games, and game location/schedule changes. If players aren't avid texters, you can call them with a voice recorded message.

4. Managing multiple teams can be difficult. Easily organize teams and players into their respective contact lists to make future messaging a simple task. Whether you use online sign-up pages, mobile keywords, import contacts, or manually add them, your contact lists will be properly categorized
5. Don't waste time, money, and energy learning multiple software or paying multiple bills. You can send mobile texts, MMS, emails, and post to Facebook and Twitter with a single platform for one low price.

To put your mind at ease, All-in-One Marketing comes with the following advantages:

- Online tutorial videos
- [insert customer service benefits here]