BILT PHONE SCRIPT

Hello, X, this is NAME from COLLEGE.

We’re looking for help in the NAME industry help us determine the skills workforce-ready IT graduates 12-36 months from now should have. Specifically, we’d like to invite you or one of your technical executives to join a special business leadership team that will update the COLLEGE on current industry trends and steer our curriculum. The overall goal of this leadership team is to provide expert guidance to make sure our graduates learn the skills that will get them hired.

Would you be interested in helping us?

<<From here, there would be a DECISION TREE based on not just what they say but how they say it. How will you handle possible objections?>>

YOU NEED TO KNOW ABOUT YOU

\* The size of your program or potential program (number of students and degrees) to make it worth their while; you can use this to ensure their involvement will have breadth of impact.

\* Know detail about any grants supporting the work or any awards or memberships that might resonate with the businesses.

\* Mention any other big companies who are already on the leadership team – they’d be in good company.

ABOUT YOUR VALUE PROPOSITION FOR THEM

\* How often the business team would meet and how long the meetings will last.

\* Mention publicity opportunities to make their company look good in the community by volunteering experts to help.

\* Emphasize that this helps them by helping students; technical education programs can’t succeed without industry involvement – curriculum can’t live in a vacuum; need input to give students the skills they need (no reason to teach a skill that won’t get a graduate a job)