



Sales script template



Government
of South Australia



SACE
International



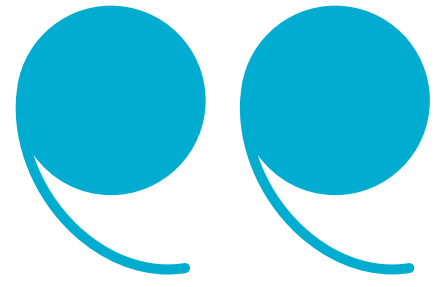
Sales script template

This is a template for a sales script able to be used in face-to-face conversations with parent and student prospects. This structure is also appropriate for presentations where SACE is being introduced to new audiences.

This template is designed to be used as a guide, where the content is tailored according to the specific needs and location of the audience. And obviously if a prospect voices a specific problem or concern early on in an interaction, the presenter should address that issue upfront.

The key objective of this script is to break down any preconceptions or unanswered questions as soon as possible, which might otherwise preclude a prospect from having a sufficiently open mind to consider the rest of the information.

Hence, the script leads with some of the fundamentals about the SACE program, its history and how it acts as a pathway to universities worldwide, before leading into some of the features which differentiate the program's innovative curriculum from other international senior secondary qualifications.



We offer a choice of curricula, but may I take a few moments to explain SACE?

SACE is a very high quality Australian curriculum.

Specifically, it's the official Senior Secondary Certificate of Education of the state of South Australia.

It's highly regarded, and has been running for a very long time. In fact, the SACE is part of a teaching heritage stretching back to 1874, and has been taught worldwide for more than 40 years.

It's a very popular and successful program. In 2023 it is now delivered across 8 countries in the Asia Pacific region.

Most importantly, SACE is accepted by the major universities right across the world. SACE graduates have gone on to study at some of the world's top-ranked universities.

These include Oxford and Cambridge in the UK, Harvard and Stanford in the USA. Just like the International Baccalaureate or the A-levels curriculum, SACE is your pathway to university entry wherever you choose to study.

And of course, it's accepted by every university in South Australia, and throughout Australia.

A major reason is that SACE has an extremely strong academic focus, with the highest standards of excellence.

But it also does much more.

As well as helping students achieve academic excellence, SACE equips students with the vital skills they need for success at university. These are also skills that will help them succeed in their career and in life.

These skills include adaptability, flexibility, critical thinking, and problem solving. As well as things like research skills, the ability to work in teams, and communication skills - all vital for success in university studies.

It's much more than just rote learning, where students must remember facts and then repeat them at exam time.

SACE is a mix of coursework and exams - it's not 100% focused on exams like other international programs.

So SACE doesn't just help your child gain the confidence, knowledge and skills they need for entry to university, it prepares them for success while they're at university, and into the future.



Why is this so important?

Because, as you know, the world is constantly changing and becoming more complex every day.

For young people to be successful in this world, it's vital that as well as a strong theoretical knowledge, they develop the ability to apply their knowledge in evolving, real-life situations.

They need to be adaptable, forward-thinking and open to new ideas.

They need to be resilient.

They need to be able to embrace new technology, and to look at problems in a global context.

These are the kinds of people employers are looking for.

We're finding that students who have studied the SACE have great outcomes because the program develops these skills so that they become second nature.

Here are some examples of what SACE graduates have gone on to do...





*Finding your
greatness,
then bringing
it to life.*