

Cord Blood Advocacy Network: Conversations

What Are the Best Ways to Discuss Cord Blood Banking?

Introduction

We want your conversations to be as easy and natural as possible - so it's important to discuss cord blood banking at a time that is right for you. The ideas here will help you start a conversation, determine a parent's interest level, ask for their contact information and refer them to ViaCord.

Best time to discuss banking

Most members discuss cord blood banking at the end of a customer's visit. For 3D4D ultrasounds, it's when the pictures are being printed. At retail boutiques, it's when a customer is making their purchase at the register, and for members who do fitness classes, the best time is usually at the end when everyone is finishing up.

TIP: Put your ViaCord marketing literature and demo kit near your check-out area. That way customers will see it as you're discussing cord blood.

IDEAS FOR STARTING A CORD BLOOD CONVERSATION

Over the years we have developed introductory techniques that are proven to work. We encourage you to try a few and choose one that suits you best.

- Promotion
- Registration form
- During a scan
- Materials on display
- Goody bag

ViaCord Promotion

Letting parents know about the CBAN discount is a great way to start a conversation. New members find this approach appealing because everyone appreciates a discount.

What to Say: Before you leave today, I wanted to let you know about a special offer for cord blood banking from ViaCord. I work with ViaCord because they're a leader in cord blood banking and in referring you, I can offer you a discount you won't find in many places. It's a great promotion for \$100 off ViaCord's services. Are you considering cord blood banking?

Registration Form

Think about adding "Are you considering cord blood banking?" to your registration form. If your clients fill out a registration form, e.g. at a 3D4D ultrasound or a fitness class, this is an approach that allows you to pre-qualify parents and gauge their interest level. For parents who say "yes", it provides an opportunity to open up a discussion about banking. And if they said "no", you can still ask why.

TIP: Under the registration form, include your CBAN brochure. That way the parents won't be surprised when you discuss banking during their visit.

Goody Bag

Many members give Moms a goody bag during their visit. It's a perfect opportunity to let parents know you've included cord blood information in their bag and see if they're interested. Even though you may include your CBAN brochure in the goody bag, it's still important to discuss cord blood with parents. If it's included in the bag but there is no discussion, most parents won't realize it's in there.

What to Say: Here is a goody bag for expectant Moms. In it you will find information about great products and services I personally recommend. Many of these companies offer special discounts—so be sure to take a look through the pack when you have time. I would like to highlight one service in particular. Have you started researching cord blood banking? Now is definitely the time to do so....

During the 3D4D Ultrasound Scan

If you feel comfortable during the actual session, you can bring it up when you scan over the umbilical cord. Some members use this technique as a way to set the stage for a cord blood conversation later in the visit.

What to Say: Here is a goody bag for expectant Moms. In it you will find information
What to Say: (During the scan) Do you see what looks like bubbles in front of the baby's face? That is actually the cross sections of the baby's umbilical cord. Speaking of the baby's umbilical cord, have you considered banking your baby's cord blood?



Gauging Interest Level

Members use the above techniques to begin conversations. As you can see by the examples, they start with an introduction and then ask “Are you considering or researching banking?” Depending on how people reply, there are various ways to continue the conversation. It’s a good idea to think about how you would respond. Most members choose to review a few main points about cord blood from the CBAN brochure. Here are some examples of how you could respond.

Parent says, “Yes, I’m interested.” That’s great to hear. I’m glad you’re considering it. It’s important to do your research now so you can decide if it’s right for you. Because I work with ViaCord, a leader in cord blood banking, I can offer you a discount you won’t find in many places. It’s a great promotion for \$100 off ViaCord’s services

Parent says, “I’m not familiar with cord blood, what is it?” Your baby’s cord blood is a valuable source of precious stem cells. Cord blood stem cells are proven to treat nearly 80 diseases like leukemia and sickle cell anemia. Cord blood stem cells may have potential applications in the future for diseases like cerebral palsy, diabetes and heart disease. They’re special because they are a 100% match for the baby and there is no risk of rejection. You only have one chance to save the cells, at the time your baby is born, so it’s something you should research now and consider if it’s right for your family before your baby arrives. If you’re interested in learning more, I’ll have a clinical consultant at ViaCord contact you. They can tell you much more about the benefits of cord blood and ViaCord’s service. We’ll also make sure you are eligible for a special discount (mention the amount).

Parent says, “No, I’m not interested or I’m not banking.” If you’re comfortable inquiring, you could ask why. Depending on what they say, you could respond with “Well, in case you change your mind, I have included information about ViaCord’s program in your Mommy pack. I work with them and am able to offer you a significant discount. If you decide to contact them, please mention the # on the flyer or my name and you will be eligible for the discount.”

REFERRING A PARENT / ASKING FOR CONTACT INFORMATION

When you enter a referral on the CBAN website, you will need the parents’ contact information. We know parents are hesitant to give out their phone number. If you already have their contact information, and they want to hear from ViaCord, there is no need to collect it again. But if you don’t have their contact information, use the Referral Card to collect their information.

What to Say: I’m happy to hear you’re interested in learning more. I’d like to get some contact information from you so I can make sure you get a cord blood information pack in the mail and are eligible for a special discount.