

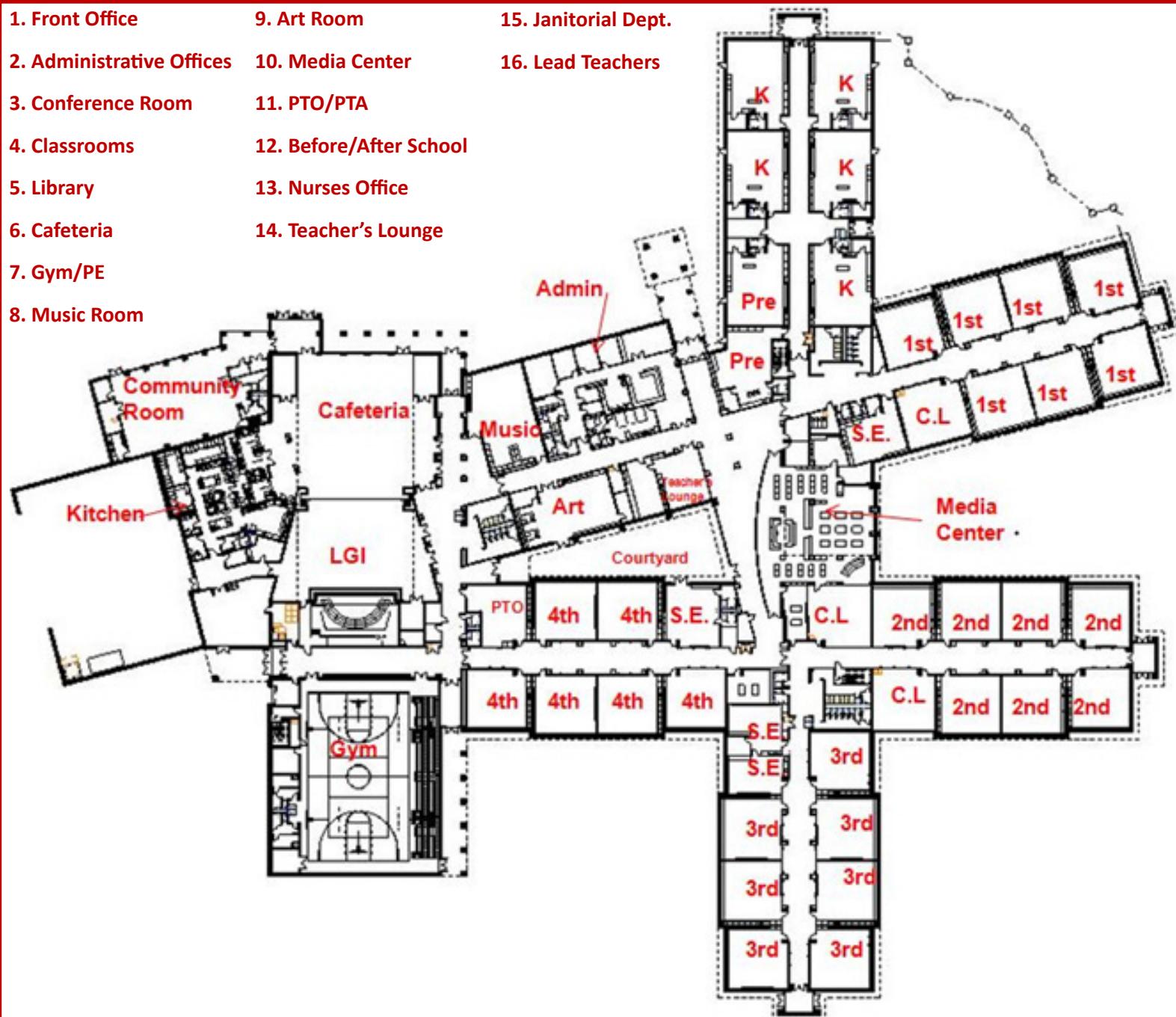
Everything but the Teacher

By: Travis Holland, Education Business Development Manager - S.P. Richards

Last month's newsletter was about Title I Funding and how to identify those schools. I mentioned that the next few articles would be focused on other funding opportunities. Have you ever stopped to think about the number of opportunities within one single school? Or, how many budgets and different decision makers there are?

In our Education Forums, I talk about the sales pitch of turning the school upside down and dumping everything out. Everything that falls out (except the teachers and staff) you as a dealer can supply. This is important to remember when selling to schools. We are seeing more and more decisions being made at the site level, which in education is called site-based decision making. Below is a breakdown of all the different opportunities within a school.

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|---------------------------|-------------------------|----------------------|
| 1. Front Office | 9. Art Room | 15. Janitorial Dept. |
| 2. Administrative Offices | 10. Media Center | 16. Lead Teachers |
| 3. Conference Room | 11. PTO/PTA | |
| 4. Classrooms | 12. Before/After School | |
| 5. Library | 13. Nurses Office | |
| 6. Cafeteria | 14. Teacher's Lounge | |
| 7. Gym/PE | | |
| 8. Music Room | | |



At S.P. Richards we are encouraged by the growth that we are seeing in the Education Category.

1. **Front Office** – There are many products that are used in the front office to run the day-to-day operations of the school. These products are typically purchased within a schools operating budget or BEP (Basic Education Program) Funds
2. **Administrative Office** – Office Supplies and Executive Furniture
3. **Conference Room** – Conference Table, Chairs, Screen and PowerPoint Projector
4. **Classrooms** – There are several different budgets that can be used to supply the resources for a classroom. These include, but are not limited to:
 - a. Title I Funds (If it is a Title I School)
 - b. BEP Funds
 - c. Special ED Funds
 - d. Grants
 - e. District Funds
 - f. Teacher Funds (**K-12 Teachers spend \$3.3 Billion of their own money on supplies every year!**)
5. **Library** – Librarians are not just looking for books, but furniture and technology as well.
6. **Cafeteria** – Seating, tables, technology and screens
7. **Gym/PE** – Have you seen all of the great products that we provide by Champion Sports? These are the resources that PE Instructors/Teachers are looking for!
8. **Music Room** – Seating and Tables
9. **Art Room** – Art Supplies, Tables, Chairs, Easels
10. **Media Center** – Tables, Chairs, Technology, Mobile Carts and Boards
12. **Before/After School** – Many of these programs have their own budget and purchase resources to use before school and after school. Most schools/programs have a Site Leader or Director making the purchasing decisions. Also, these programs typically run the Summer School program as well.
13. **Nurses Office** – This is a great FBS Cross-Selling opportunity. Gloves, cleaning supplies and much more. Also, many schools are now installing the Zoll AED Defibrillator.
14. **Teacher's Lounge** – Tables, Chairs, Comfy/Collaborative Seating. This is also a great place to leave marketing materials for teachers to see. Or, pastries with your contact information letting them know that you appreciate them!
15. **Janitorial** – Another great opportunity for FBS Cross-Selling. You can work with the district to get a list of their Lead Janitors. Work with your FBS BDM to setup pilot programs.
16. **Lead Teachers** – Most schools have Lead Teachers for each grade level. These teachers are experienced and are considered mentors. They make many of the purchasing decisions for their grade level. For example: If the Principal has decided to purchase All-Purpose Teaching Easels for each 4th Grade Classroom, then the Lead Teacher will be a large part of the decision and purchasing process. Get to know the Lead Teachers.

I have covered many of the departments and opportunities that you will find within a school. However, these are not all of the opportunities. Getting into the schools and building the relationships is the first step to finding the opportunities and growing sales.

Don't be afraid to hear the word "No." You will hear that a lot when you first start calling on schools. Once a school understands what you have to offer, then you will quickly become a Solution Provider versus just another Sales Rep calling on the school.

We are dedicated to your growth in the Education Category. Let us know how we can support your efforts!