



Tips to sell to School Administrators

The Gatekeeper: School administrators, secretaries and office assistants have the greatest influence over the products and brands that are purchased for their school. Therefore, they are the most critical contact in the education market.

Make Your Case: Product purchases always start with the school administrator, whether it is a teacher request or a school initiative. While schools often have approved budgets for purchasing, any large purchases will require the approval of the principal. Make sure your marketing materials call out the important aspects of your product, its competitive edge and its reliability. Strong marketing materials will make it easier for the school administrator to gain approval for purchase.

Whose Budget is Involved: Budgets vary by usage so it's important to know who's paying for the purchase. If it is a consumable item for the classroom, most admins have an established budget to cover these costs. Equipment for the teachers' workroom is often covered by a department budget. Large equipment such as a copier or a roll laminator is covered by district or a school media budget which may require more approval.

Quality Matters: Cost is the number one consideration for administrators, but quality is equally important. The last thing a school admin wants to hear are teachers complaining that a product is failing.

Summertime! When advertising new products, timing is everything in the school market. School administrators are eager to learn about new products and they want to receive those materials during the summer and at the beginning of the school year when they have the time to review them.

It's About the Students: School administrators are passionate about student achievement. Be sure to call out how your products or services help students excel and how they will help teachers complete their projects with ease.

Established Vendors: School administrators juggle many jobs and tasks, so they need the ordering process to be easy and intuitive. Therefore, they prefer to order from approved vendors. Maximize your position with your education customers by calling out your approved status and your easy ordering process.

Swingline