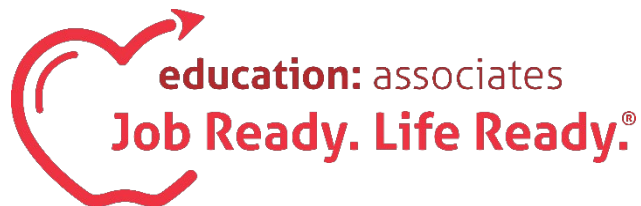


Sales Success Strategies

*Conferences &
Spring Specials*



Sales Success Strategies

Conferences & Spring Specials

DISCUSSION TOPICS:

- **Before the Conference**
 - Research: Booths & Presentation Opportunities
 - Eblasts, Landing Pages & Customer Communication
- **Conference Best Practices**
 - Banners & Booth Set-Up
 - Conference 'Kiosk Slideshow'
- **Conference Presenters (Current Customers)**
- **40th Anniversary Promotion**
 - Strategies for Disseminating Material
- **Promotional Add-Ons**
 - VIP Stickers & Customer Gifts
 - Digital Badge Credential Materials
- **Cocktails & Kits**
- **After the Conference**



Before the Conference



**Nelson County Educator
at KY CEC Conference**

Research & Preparation

- Last Year's Success at that Conference
- Attendance vs. Booth Exhibition
 - EA can send people too!
- Presenter Opportunities
 - Our Current Customers are Respected Educators!



Materials

- Revised Materials Request Form (MRF)
- Sales Rep Resource Page
 - educationassociates.com/sales

MATERIALS REQUEST FORM

education: associates
Job Ready. Life Ready.®

Date of Request: _____

REQUESTOR INFORMATION

Sales Rep / Trainer Name: _____ Date Needed: _____

Phone Number: _____

SHIPPING INFORMATION

Ship To: _____

Address: _____

EVENT INFORMATION

Event Name: _____

Event Dates: _____

Regular FedEx Expedited**

To Be Completed by Warehouse

Ship Date: _____

Tracking #: _____

Completed By: _____

CITY	TITLE	DESCRIPTION
Miscellaneous Material	Pocket Folder	To be used with sales presentations to decision makers
	Preview Packet	7 page introduction including Wish List
	Wishlist	1 page front/back of all titles
	Placement Checklist	Chart identifying appropriate populations for each series
	Price List: <input type="checkbox"/> Full Price List <input type="checkbox"/> Series/Specific Price List	5 page detailed price list
Brochures	Intro Brochure	Specific Price List Description:
	Success Stories Booklet	4 page bi-fold brochure describing the new curriculum
	Overview Brochure	12 page brochure detailing a variety of student successes
	Catalog	24 page brochure incl. What's in a Kit, Placement Checklist & Wishlist
Digital Badge Credentials	DBC Marketing Flyer	60 page brochure detailing kit descriptions and sample activities
	DBC Pricing & Policies Flyer	1 page front/back flyer generally describes DBC
	DBC Coasters	1 page front/back flyer details DBC pricing and policies
Promotional Fliers & Signs	40" Anniversary Flier	Cardboard coasters for promotional give-away
	Special Market/Event Flier	1 page (front only) describing Adopted + Free Achieve Life Skills
	Promotional Sign	Flier Description:
Success Story Articles	Vocational Training... Successful Transitions	Sign Description:
	Digital Badge Credentials Prepare Students...	Article describing Project Discovery at Liberty Point, VA
	Job-Specific Skills... Independent Living	Article describing the Digital Badge Credential program
Reports	Other Success Story Article	Article Description:
	Dr. Amy Spriggs Full Report Booklet	Evidence-based teaching strategies by Dr. Amy Spriggs, UK (34 pages)
	Dr. Amy Spriggs Summary - Excerpt	Key points from paper of same title (6 pages)
	Guide to Meeting Transition Needs Booklet	White paper on Project Discovery by Dr. Izco, OSU (50 pages)
	Project Discovery Research Presentation Report	How Project Discovery meets IDEA & aligns with CASE, etc. (26 pages)
Booth & Presentation	Sign-Up Sheets	1/8 page, includes webex and mobile # request
	Curriculum Binders	Specify Title(s):
	Curriculum Kits	Specify Kit(s):

** Charges resulting from expedited shipping may be passed onto the individual requesting the materials.



Before the Conference

Communication

- Sharing Email Lists
- Individual Customer Emails & Calls
- EA Eblasts & Conference Landing Pages

Screenshots from the
TASC Conference
Landing Page

educationassociates.com/tasc

TASC
Transition Alliance
OF SOUTH CAROLINA

Join Education Associates at TASC's 6th Annual 'Building Bridges' Conference

Education Associates and the Transition Alliance of South Carolina are collaborating to increase successful post-secondary transition outcomes.

Greenville, SC - Hyatt Regency
November 20th - 21st

We will be sharing best practices with career curriculum, including the introduction of **Direct Instruction**.

Attend our Breakout Sessions

Join us to discuss how our resources can help our learners:

- Career Cluster Exploration
- Self-Determination
- Communication & Social Skills
- Personal Finances
- ...all correlated to specific courses!

Cocktails & Kits

Education Associates is proud to sponsor the 2019 TASC networking social at The Roost Bar & Patio!

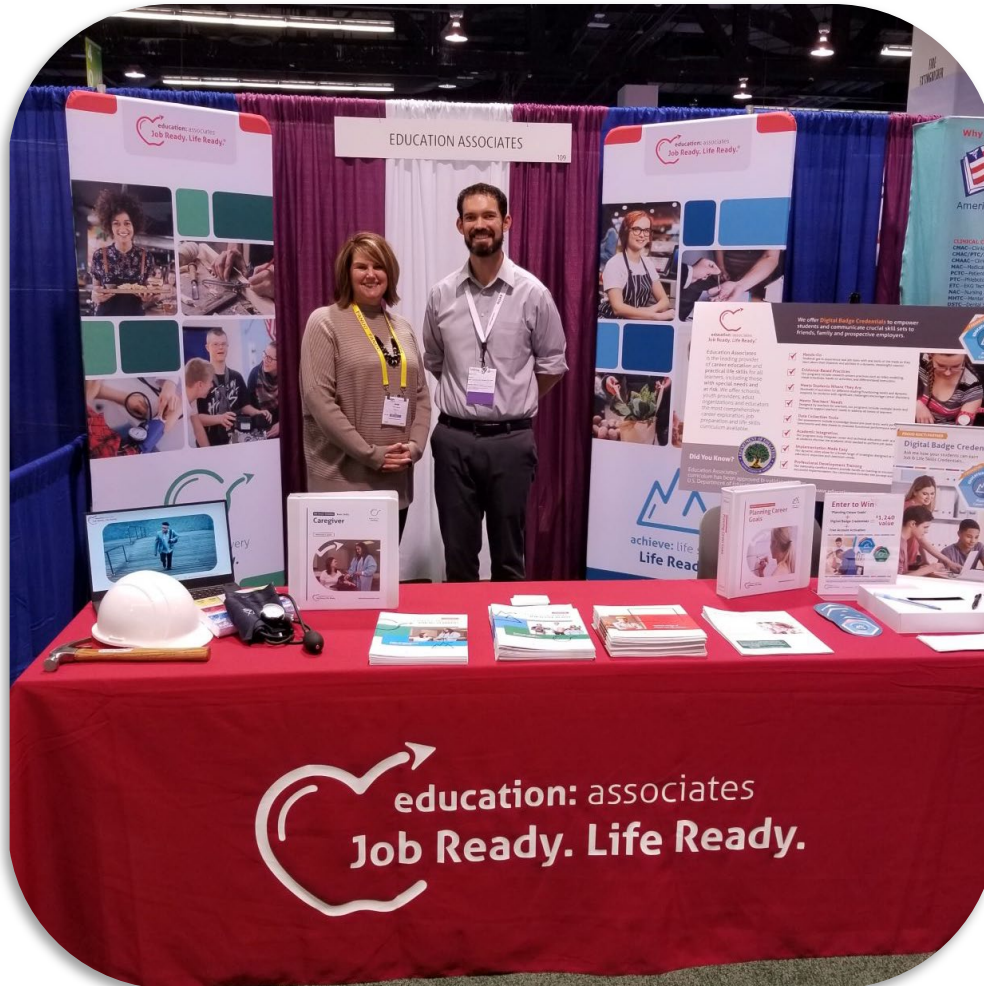
Join our team for appetizers, music, cocktails and conversations about hands-on career education!

Meet us at our Booth!

Greg Bayers
South Carolina Representative

Shelley Mauer
Executive Vice President

Conference Best Practices



Banners & Tablecloth

Sample Kit Items & Binders

Keep it Simple

Capture the Contact Info

Suggest the Follow-up

Conference Best Practices

Free Product Drawing

- Offer a free Achieve Life Skills title
- Offer a free Digital Badge Credential subscription
- Ask us how!

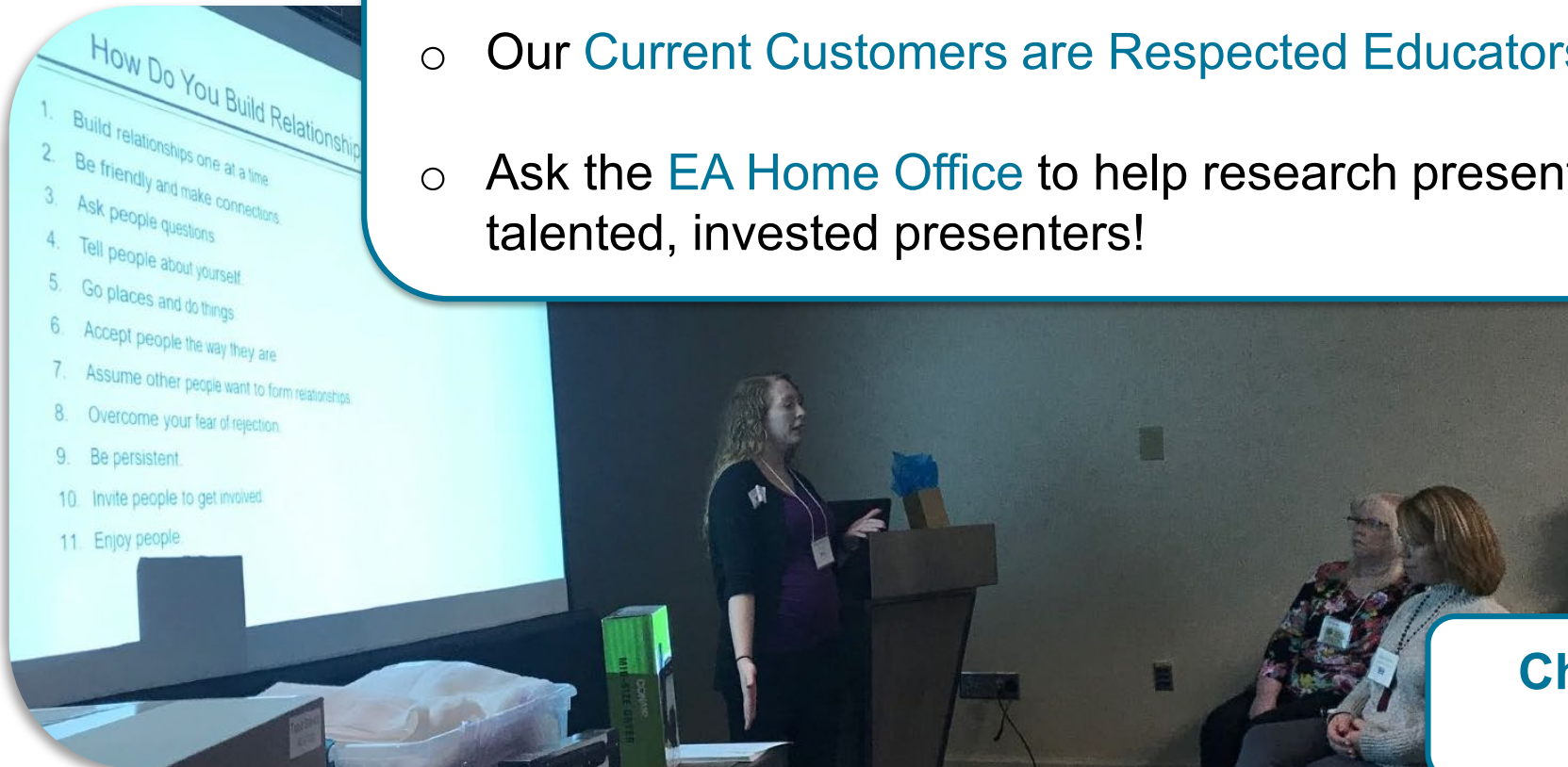


'Kiosk' Slide Show

- educationassociates.com/sales
- request a PowerPoint version for your files

Conference Presenters

- Conference Sessions engage an audience of potential customers specifically interested in our solutions!
- Our Current Customers are Respected Educators who make ideal presenters.
- Ask the EA Home Office to help research presentation opportunities and recruit talented, invested presenters!



**Cherokee County Educator
at TASC Conference**

40th Anniversary Promotion



In celebration of our
 40th Anniversary
 enjoy this limited time
 offer! Buy an Adapted Kit
 & get a FREE Achieve Life
 Skills Title!

Purchase any Adapted kit

Receive any Achieve Life Skills title FREE

Buy an Adapted kit...

Job Ready.

PROJECT: DISCOVERY
 Adapted Series

Career preparation for ALL learners,
 including those with autism and other
 developmental disabilities.

- Cleaning Maintenance
- Small Engine Repair
- Greenhouse Work
- Grocery Clerking
- Hair Care & Styling
- And More!

...receive a Life Skills title!

Life Ready.


ACHIEVE: LIFE SKILLS

Key job prep, employability skills and life
 skills prepare learners to get and keep a
 job and lead vibrant, independent lives.

- Planning Career Goals
- Developing a Resume
- Interviewing for a Job
- Written Communication
- Looking for a Job
- And More!

- Valid 1/15/2020 – 4/15/2020
- Applies to any quantity
- Request this flier on your MRF or download
 at educationassociates.com/sales

40th Anniversary Promotion



celebrating
40
 • YEARS •
of transition success!

In celebration of our 40th Anniversary enjoy this limited time offer! Buy an Adapted Kit & get a FREE Achieve Life Skills Title!

<p>Buy an Adapted kit...</p> <p>Job Ready.</p> <p>PROJECT: DISCOVERY Adapted Series</p> <p>Career preparation for ALL learners, including those with autism and other developmental disabilities.</p> <ul style="list-style-type: none"> • Cleaning Maintenance • Small Engine Repair • Greenhouse Work • Grocery Clerking • Hair Care & Styling • And More! 	<p>...receive a Life Skills title!</p> <p>Life Ready.</p> <p>ACHIEVE: LIFE SKILLS</p> <p>Key job prep, employability skills and life skills prepare learners to get and keep a job and lead vibrant, independent lives.</p> <ul style="list-style-type: none"> • Planning Career Goals • Developing a Resume • Interviewing for a Job • Written Communication • Looking for a Job • And More!
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education: associates
Job Ready. Life Ready.®

800-626-2950 | info@edl.cattionassociates.com | edl.cattionassociates.com

* Limited time offer, expires 4/15/2025. Redeemable only through Education Associates. May not be combined with any other offer. Rates and quantity availability are subject to change. Void where prohibited.

How EA Home Office promotes

- **Monthly Newsletters**
 - *Next: January 16th*
- **Conference Eblasts**
- **State-specific Eblasts**
- **Social Media**
- **Website**

How Sales Team promotes

- **Personal Emails**
- **Conferences**
- **Workshops**
- **Sales Calls**



Promotional Add-Ons

➤ Add on to the 40th Anniversary



- VIP Stickers for Current Customers
- Customer Gifts (e.g. Notebooks)
 - Mini Cupcakes
 - Balloons

➤ Add on with Digital Badge Credentials

- Pricing and Policy Flyer
- Success Story Article
- Marketing Flyer
- Coasters



Cocktails and Kits

What?

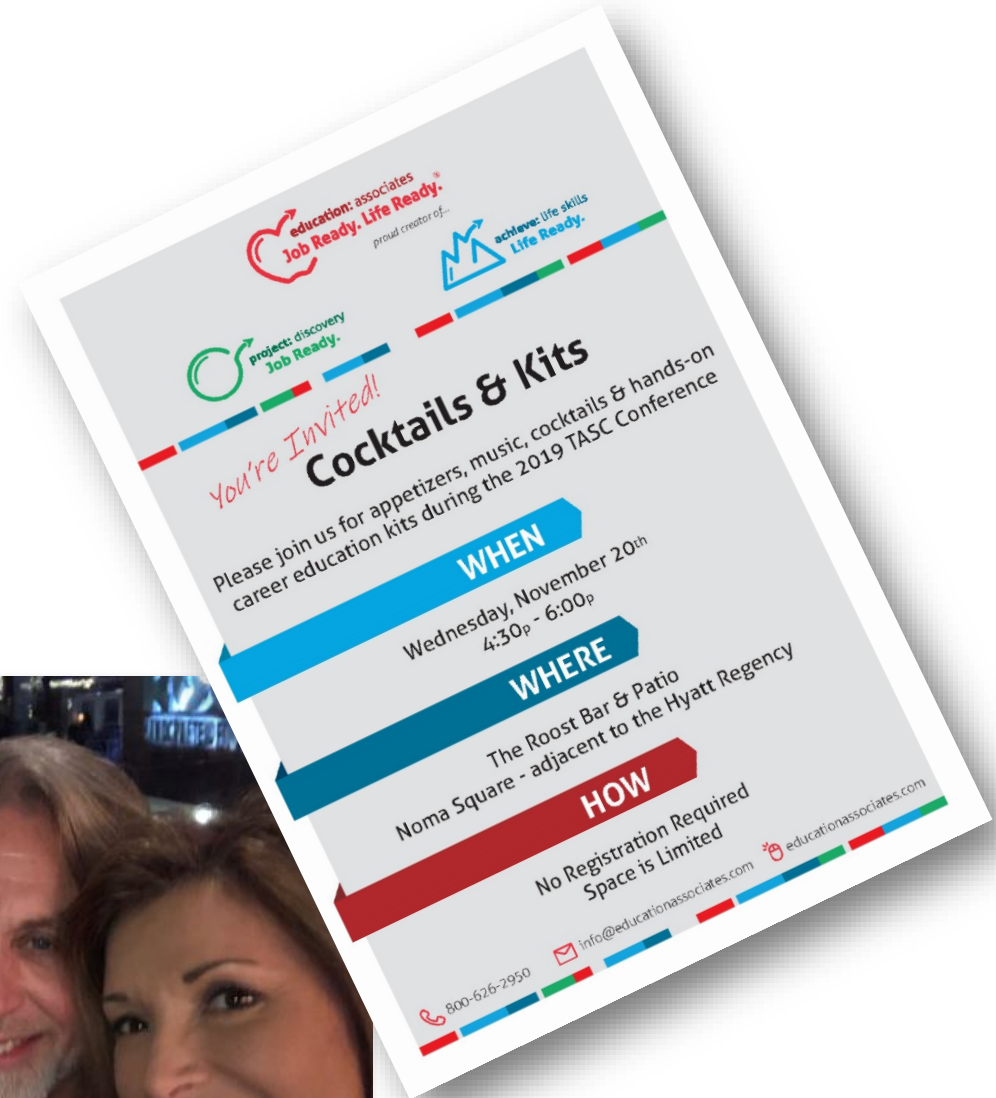
- Structured networking social during a conference
- Food, drinks & fellowship
- Our products & our people

Why?

- This is a fun & engaging way for our customers to explore solutions that we offer.
- Our three 2019 Cocktails & Kits were each a HUGE success!

How?

- Contact Susan or Ben about partnering to organize a Cocktails & Kits at your next conference!





After the Conference

Consolidate Your Contacts

- Susan will compile your leads and coordinate with you for a personal follow-up.
- Talk to us about how we can help with your current and most promising future customers!

Draw Your Contest Winner

- Let us know your contest winners and we will get them their prize!

Take Stock of Your Supplies

- Let us know what you're shipping back and what you need to resupply!

*Our Focus for
February's
Sales Success
Webinar?*

Funding Sources

disabilityscoop.com/2020/01/09/congress-hands-special-ed-hefty-funding-boost/

disabilityscoop

Congress Hands Special Ed Hefty Funding Boost

by Michelle Diamant | January 9, 2020

Federal funding for special education will rise the most it has in years under a newly approved government spending plan.

of a \$1.4 trillion package signed late last year by President Donald Trump
ernment through the end of September.

unding or increases for most programs that people with disabilities rely on,

winner with a \$400 million rise over last year. That's the largest increase
016, according to Annie Acosta, director of fiscal and family support policy

The added funds are the culmination of many years of advocacy driven by school groups and disability advocates alike who have been frustrated by underfunding of special education, she said.

ground

Outside of special education, funding to support respite care initiatives is up \$2 million in the spending plan — a 48 percent increase — and the federal government will grow its support for vocational



Questions?

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Ben blovell@educationassociates.com

