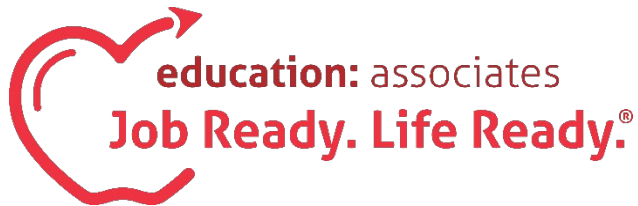


Sales Success Strategies

*Funding Sources &
Other Resources*



Sales Success Strategies

Funding Sources & Other Resources

DISCUSSION TOPICS:

- **Funding Sources**
- **Customer Promotions**
- **Live Webinars vs. On-Demand Overviews**
- **Sales Materials & Their Audience**
- **Sales Stages (in our CRM: haloDASH)**
- **Home Office Customer Email Support**



Where we left off last month...

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.

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

ground

Funding Sources

educationassociates.com/funding

Many sources of funding allow schools to purchase and implement Project Discovery and Achieve Life Skills. Identifying these resources can remove roadblocks between a customer's interest and final purchase!



IDEA

The Individuals with Disabilities Education Act (IDEA) ensures that all children with disabilities have access to an appropriate public education. Our curriculum provides a coordinated set of activities to develop a compliant Transition Plan.

Perkins Funding

The Carl D. Perkins Act supports career and technical education (CTE) in all 50 States, including support for integrated career pathways programs. Project Discovery materials are a perfect fit!



Funding Sources Archive
Funding Streams Available for the Purchase of Education Associates Curriculum

The Project Discovery and Achieve Life Skills programs developed by Education Associates help students learn about their career interests and gain entry-level job skills in key career areas. Using an applied, hands-on approach to career exploration, Project Discovery helps students with disabilities to become Job Ready and increases their chances for a successful transition to employment. Students are able to show employers that they can do the job tasks and know the vocabulary necessary to become successful in a broad range of careers including a Career and Technical Education (CTE) program. With Achieve Life Skills programs, students gain the key employability and independent living skills to become Life Ready.

Our materials range in levels from Adapted (for learners with more challenges), to Beginning, Intermediate and Advanced. We support low to high functioning students with varied reading levels. Sites may use our programs to start building a CTE Prep program for students with disabilities and showcase that students with special needs can do the skills, know the vocabulary and can gain entry into CTE programs. With the differentiated levels of instruction provided in all our materials, students of ALL levels can experience success.

Funding Overview	Purpose	Our Correlation
IDEA Individuals with Disabilities Education Act	Special Education Funding	EA curriculum provides a coordinated system of activities to complement a Transition Plan for students with special needs.
Perkins Funding Carl D. Perkins Act	Career & Technical Education (CTE)	Project Discovery provides hands-on career exploration and comprehensive job skills training.
Dropout Prevention Grants	Lower Dropout Rates & Increase Transition Success	EA curriculum addresses at least 7 of 15 strategies identified by the National Dropout Prevention Network.
Title I of the Every Student Succeeds Act (ESSA)	Meet Needs of Low-Income Students	EA curriculum addresses core content (e.g. math, reading), facilitates transition, and lowers drop-out rates.
English Language Learners (ELL/ESL)	Additional Supports for ELL/ESL	With 'First Look' components, learners view/read/listen to key vocabulary words and use hands-on examples.
Title IV (A) Student Support & Academic Enrichment (SSAE)	Well-rounded education including physical education, health & technology	Achieve Life Skills provides health & safety, substance awareness, physical education, and technology instruction.
Title IV (B) 21 st Century Community Learning Centers	Community resources before & after school hours	EA curriculum ties core content into hands-on exploration for specific careers. Kits are engaging for a variety of learners.
1003a School Improvement Funds; Direct Student Services	Improve services at low-performing schools (includes CTE)	EA evidence-based programming supports entry into CTE and WIOA Pre-ETS mandates.

Funding Sources

educationassociates.com/funding

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Dropout Prevention Grants

School districts may use different federal funds or competitive grants for dropout prevention efforts. Project Discovery is a National Dropout Prevention Network (NDPN) *Model Program* and is a natural fit for this funding.

Title I

Title I provides financial assistance to schools with high numbers or high percentages of children from low-income families. These funds may be used for Project Discovery and Achieve Life Skills.



Funding Sources Archive
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#1

Customer Promotion



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

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!



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

* Limited time offer, expires 4/15/2020. Redeemable only through Education Associates. May not be combined with any other offer. Dates and quantity availability are subject to change. Void where prohibited.



40th Anniversary Promotion

Purchase any Adapted kit

Receive any Achieve Life Skills title FREE

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

#2

Customer Promotion

To increase the value of our curriculum and encourage larger purchases, we offer complimentary training **for those states that have a dedicated trainer**. As we continue to recruit local trainers, we will be able to offer this benefit for all territories.

Free Onsite Training

- One day of onsite training with a professional trainer
- Available on orders **over \$25,000**
- **\$2,500 value**

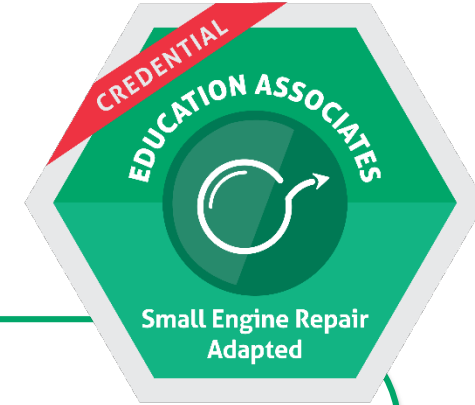
Free Online Training

- Webinar training with a professional trainer
- Available on **\$15,000 - \$25,000 orders**
- **\$550 value**



#3

Current Customer Promotion



Free Digital Badge Credentials

For all of our Current Customers, we are offering FREE Digital Badge Credential (DBC) Subscriptions for any New Curriculum Purchases.

- **Current Customers = previously purchased from EA.**
- **Current customers who purchase new curriculum will have the option of Free Digital Badge Credentials for the current Fiscal Year (ends 6/30/20).**
- **Offer Valid on purchases made 2/10/2020 - 4/15/2020.**



Live Webinars & On-Demand Overview Videos

Live Webinars

educationassociates.com/webinars

- Customers schedule 1-on-1 or group webinars.
- 30 – 60 minutes
- Interactive for program-specific discussions!

On-Demand Overview Videos

educationassociates.com/overview

- Professionally-voiced audio over an animated PowerPoint presentation
- 1 main overview and 5 topic-specific presentations
- Perfect for customers if they prefer not to participate in a live webinar!



Sales Materials & Audience

News to Know and **Need to Know** are internal documents, specifically created for our Sales Team, Trainers and Home Office Staff!

News to Know

- Once a Month (3rd Monday)
- Timely Internal News
- e.g. Conferences, Workshops, Webinars, Trainings

Need to Know

- Once a Month (3rd Monday)
- 'Evergreen' Best Practices
- e.g. Instructional Strategies, Funding Sources



Sales Materials & Audience

Newsletter (News & Views)

- Once a Month (1st Thursday)
- Sent to our Sales Team, Trainers, Home Office and ENTIRE Current and Future Customer Lists!
- Headline Article is sometimes one of ours and sometimes from another publication.
- Links to our webpage, curriculum and other great content!



Sales Materials & Audience

Sales Success Webinar

- You're ON ONE!
- Once a Month (1st Monday)
- Sales Team and Home Office ONLY
- Focusing on different aspects of Sales at appropriate points during the sales cycle!



DISCUSSION TOPICS:

- Funding Sources
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- Home Office Customer Email Support

Sales Success Strategies *Funding Sources & Other Resources*



Sales Materials & Audience



Sales Rep Web Page

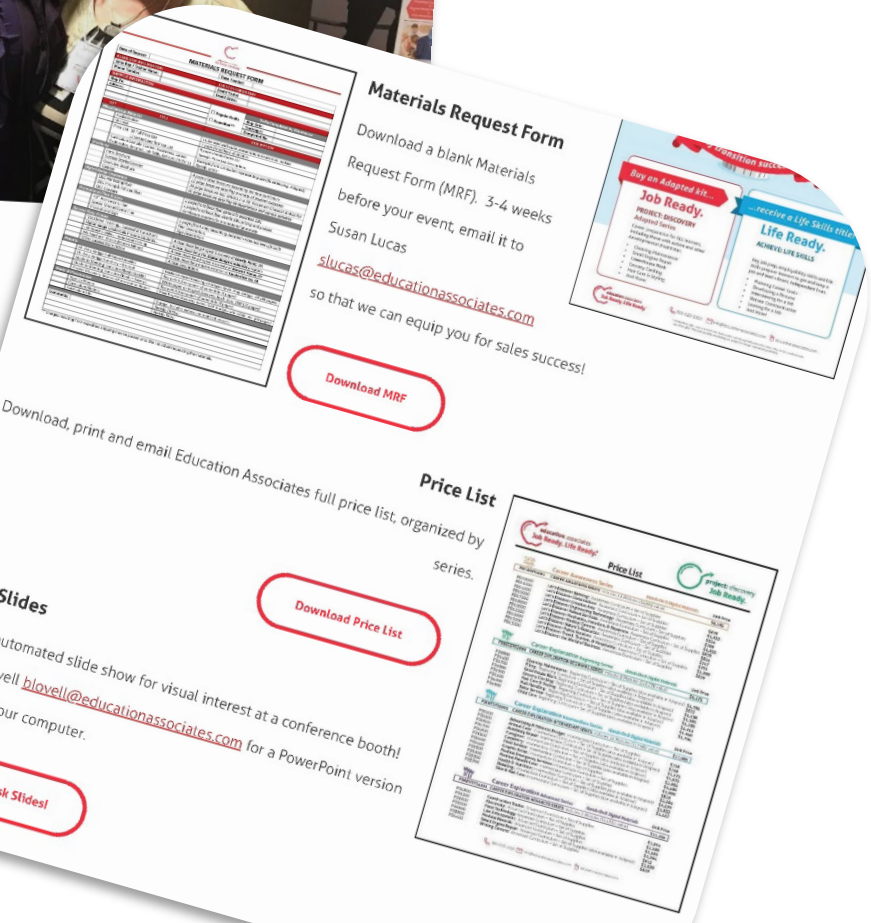
educationassociates.com/sales

- Downloadable Resources just for you!
 - Slides/Recording from past Webinars
 - Materials Request Form
 - Price List
 - 'Kiosk Slides'
 - Overview Brochure

...and more!



Sales Rep Resources



Materials Request Form
Download a blank Materials Request Form (MRF). 3-4 weeks before your event, email it to Susan Lucas slucas@educationassociates.com so that we can equip you for sales success!

[Download MRF](#)

Price List
Download, print and email Education Associates full price list, organized by series.

[Download Price List](#)

Kiosk Slides
Play this automated slide show for visual interest at a conference booth! Ask Ben Lovell bl Lovell@educationassociates.com for a PowerPoint version to keep on your computer.

[Play the Kiosk Slides!](#)

5 Stages of a Sales Prospect

#1 Awareness

Someone who has requested info from us but with whom we have not had a substantive dialogue.

- At a Conference
- On our Website
- By Calling Us

#3 Interest

Someone who has shown interest by requesting more details, scheduling a webinar or a sales meeting.

#2 Communicated

Someone with whom we have had a two-way conversation.

- At a Workshop or other In-Person Interaction
- On the Phone or Via a Series of Emails

#4 Proposal

Someone for whom we've prepared or submitted a proposal.

#5a Closed-Lost

Someone who either says they are currently not interested or goes 'radio silent'.

#5b Closed-Won

Someone who has placed an Order!

Home Office Customer Email Support

Newsletters

- Monthly 'News & Views' Newsletter delivered to thousands of customers in all 50 states

Conference eBlasts

- A series of targeted emails announcing our presence at conferences and other events

State-Specific Emails

- A series of targeted emails announcing customer curriculum packages, 'lighthouse schools' and more!

Promotional Emails

- Targeted email campaigns announcing product specials like the 40th Anniversary promotion





Questions?

Louisville 502-244-6944

Frankfort 502-227-4783