

JUMP START YOUR SALES TO SCHOOLS



FEDERAL RELIEF FUNDS ARE
MAKING **NOW** THE TIME TO
SELL TO SCHOOLS

HOSTS

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Historically...Public Schools Lack Funding

- *“America's School Funding Struggle: How We're Robbing Our Future By Under-Investing In Our Children”*
- *“A Punishing Decade for School Funding”*
- *“Why Our Education Funding Systems Are Derailing the American Dream”*
- *“Fixing Chronic Disinvestment in K-12 Schools”*

Why NOW is the
time to Sell to
Schools....

**For the first-time in a
long-time, public schools
have a LARGE amount of
money to spend**

Schools Increase Spending in Summer (2020)

Purchases
28.84 Million

Agencies
8,465

Agency
Contacts

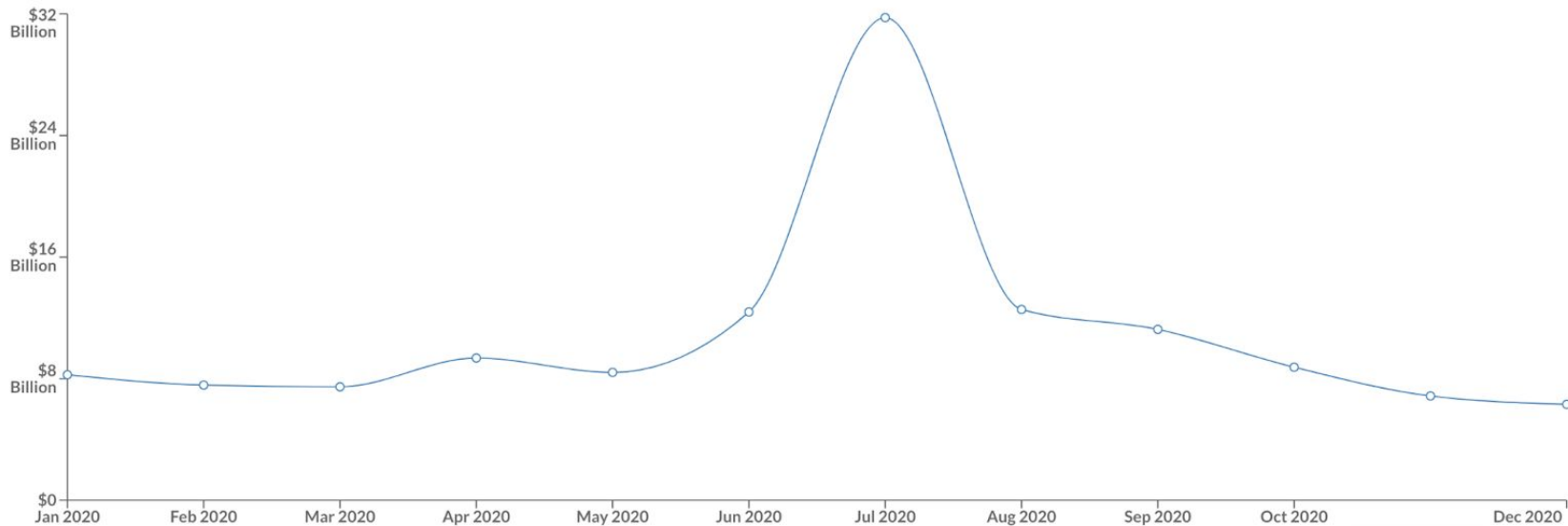
Companies
1.30 Million

Analytics
\$130.95 Billion

PEAK SPEND

MONTHS AGENCIES SPENT THE MOST ON SEARCHED ITEMS

Month ▼



Schools Increase Spending in Summer (5 yrs)

Purchases
193.04 Million

Agencies
10,729

Agency
Contacts

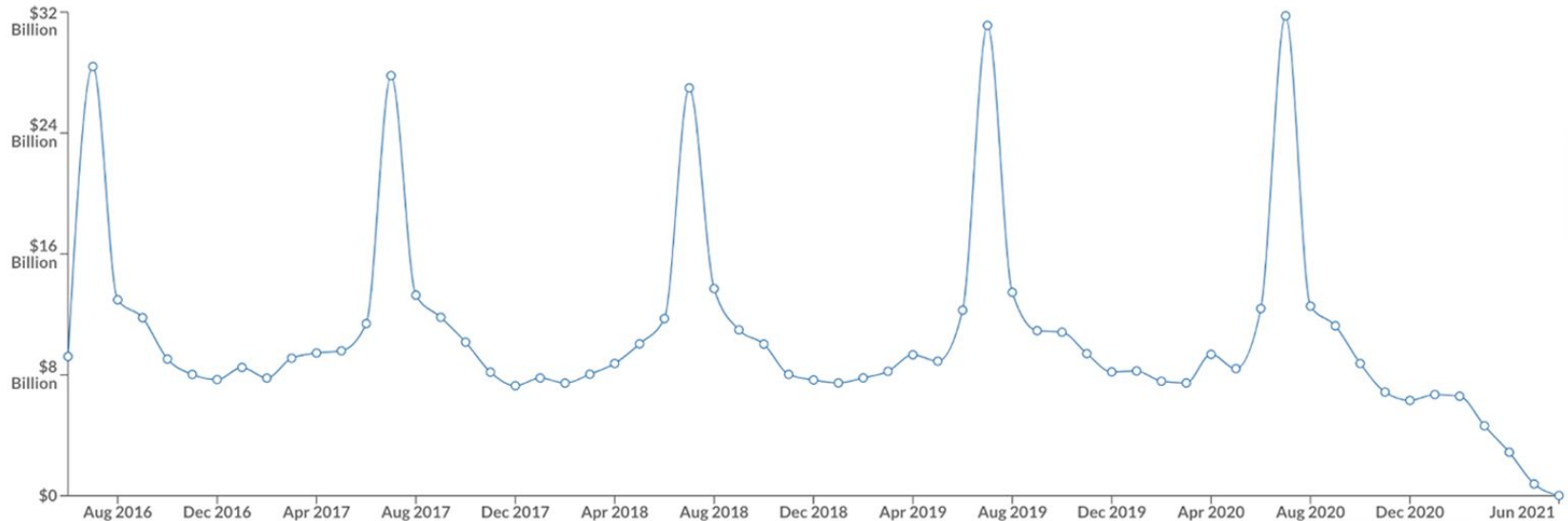
Companies
3.88 Million

Analytics
\$643.19 Billion

PEAK SPEND

MONTHS AGENCIES SPENT THE MOST ON SEARCHED ITEMS

Month 



Additional \$280+ BILLION in COVID Stimulus Funding for Schools

How Much Will Congress Spend to Shore Up Schools?

The Covid-19 relief plans before Congress all dedicate billions to stabilizing education budgets amid deep losses in state revenue. But the amounts vary from bill to bill.

FutureEd <small>GEORGETOWN UNIVERSITY</small>	CARES Act Signed into Law March 2020	Covid Relief Package Signed into Law December 2020	American Rescue Plan Signed into Law March 2021
Education Total	\$30.7 billion	\$82 billion	\$168 billion
K-12	\$13.2	\$54	\$126
Higher Ed	\$14	\$22	\$40
Governors	\$3	\$4	\$2.7

Impact of Stimulus Package Funding

- *“It probably quadrupled our technology budget,”* Superintendent Alison Hughes of the Red River Parish school district in Louisiana
- Before the pandemic, the Upper Moreland school system (outside Philadelphia) technology budget was around \$450,000 -- it's now estimated at \$1.4 million.
- ESSER III provides \$1,540,784,854 to Wisconsin's public schools.
- Schools and districts have until September 2024 to spend the funds

**Compounding impact of
“Summer Spending” &
“Stimulus Funding” make
NOW the time to sell to
schools**

**Schools buy
EVERYTHING...from
toothpaste to technology**

Examples of Stimulus Package Funding Uses

- School Construction
- Ventilation systems & portable trailers
- COVID, PPE, & health items
- Greater accessibility for individuals with physical or mental challenges
- Food / Nutrition programs
- Social, emotional, mental health, and academic needs of students
- Technology (hardware, network, etc.)
- Support nontraditional students (english language learners, homeless students etc.)
- All efforts to re-open schools
- Support of remote/virtual learning
- In-home technology access
- Buses / Student transportation
- Summer programs, After-school programs & tutoring programs
- **NOT** “rainy day” fund

So what is the **BEST** way
to sell to schools??

STEP 1: Do the Prep Work

- Modify your “pitch” toward schools & their efforts to return in “full force” for the 2021-2022 school year
- Add “government/school stuff” to your website
- Designate a lead person that knows the “verbiage”
- Develop your compelling differentiator: unique product/service, warranty, 24x7 support, etc.

STEP 2: Develop a Targeted List of Schools

- Identify schools that need your product/service the most
- Target schools (prospects) that you can “over-service”
- Areas where you have current customers (private or public)
- States where you have other government sales and/or are on “state contract” or COOP
 - E&I Cooperative Services: eandi.org

STEP 3: CALL the Schools

- Call the schools to build relationships
- Target: Principal, Business Manager, Heading for Purchasing, Superintendent (for multi-school deployments)
- May also target Teachers or Department Heads that focus on specific topics -- if relevant to your product/service

STEP 4: Follow-up

- SHORT emails
 - Should have a series of emails that explains product/service, competitive advantages, company background, etc.
- Create SHORT videos of product/service, testimonials, company, yourself, etc.
- Mail ONE-page product description

STEP 5: Politely Persistent

- Schools may not respond immediately....but they typically keep a record (list/folder) of vendors that provide products/services they know they are going to need.
- Offer something for FREE.....to Test.....or a Pilot.
- Remember: We are all in uncharted territory.....so focus on being an asset that helps the school “get back to full-strength”.

**NEED
MORE?**

More Information/Ideals for School Initiatives

New website by U.S. Department of Education:

<https://bestpracticesclearinghouse.ed.gov/>



Q & A