

Sell to schools worksheet

This worksheet will help you create a plan of action for selling into the schools market. At the end of this process you will have a definite plan of action for this market.

1. Schools will want to see what you offer and, most importantly, visualise it in the school space. Create your product catalogue. Use the white label Where The Trade Buys catalogue that we have provided to you or build your own
2. Decide the pricing – listen to our recording of the webinar again for advice on this. Consider adding a school discount: you may decide to offer a genuine discount or simply to raise your standard prices a little higher. Remember that successful sales at this point may lead to
 - a. Repeat business from schools
 - b. Increased publicity about your business
 - c. Support from businesses in the local community or owned by parents
3. If possible, add a new schools page to your website.
 - a. Add pictures of your most popular/relevant products
 - b. Include an e-mail sign-up to receive a catalogue
 - c. SEO school levels and your area
4. Make a list of the schools you wish to target and then create a list of relevant parents in your network
5. Make a list of parents in your network and then list the schools they are associated with
6. Download the referral script: practice and add your voice and character to the script
7. It's time to start contacting parents. Speak to as many as you can. If this isn't possible, direct message them on Facebook
8. Create Facebook posts talking about the fact that you can help schools. We have created a script for promoting your services on social media. Include pictures! Also see if any parents are using any specific local community hashtags or hashtags that promote local schools
9. Create a call and e-mail script for school staff – we'll be giving you product and service scripts soon
10. Make a list of the referrals that your parental network has given you
11. Drop an e-mail to each one to set up a time for a conversation. Include some visuals in the e-mail. Use the script you created in step 9. At the beginning of the call, make sure you reference the person who introduced you
12. Hopefully it is time to have a call. Use the script you created in step 9 as a guide for the conversation. You will be repeating what you said in the e-mail but this time the school should be asking you lots of questions
13. Did you secure an order? With the school's permission, create social media posts on how you have been helping them. If necessary, make it anonymous. We have included a sample PR social media script for you. Remember to hashtag again
14. Create a PR release for your local newspaper. Listen to the webinar for advice on this.
15. Send out an e-mail to your e-mail list. You can use the same script as the Facebook post. Consider creating a referral offer. For instance, a credit on the recipients next order (up to a maximum value) if they refer you to a school that ends up order from you.
16. Remember, schools will be gradually opening so this opportunity exists until at least September

Social media script to promote your services

Is your school re-opening on the 1st June? We have heard a lot of stories about how schools are still struggling to be ready for this date. Are you aware about how your school will be handling social distancing in classrooms, tutorials, playgrounds, dining areas and corridors?

I am now offering a range of products and signage that help schools create effective social distancing. And I'm giving a special schools discount. If anyone has connections at their schools that I could speak to I would be very grateful. Please contact me or send me a message on Facebook. Let's keep our children safe!

Social media PR script

I'm delighted to share that we are helping [name of school] OR a local school keep their pupils safe when they re-open. By using our [product they are purchasing] they will [achieve result]. We are proud to be helping the [local area community]. Here's a picture of the [product] in action!

Example

I'm delighted to share that we are helping Stephenson Road Primary School keep their pupils safe when they re-open. By using our sneeze guards they will allow personal 1-2-1 tutorials that promote social distancing and help prevent cross infection from breath droplets whilst still promoting a close and personal environment. We are proud to be helping the Sunderland community. Here's a picture of the sneeze guard in action!