



12 Essentials to Providing Educational Excellence

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Bringing focus to sales



1. What do you offer?
2. Who are your customers?
3. How do you find customers?
4. With whom do you compete?
5. How are you unique?
6. Who teaches classes?
7. How do you attract/keep teachers?
8. How do you define excellence?
9. How do you maintain standards?
10. Who manages the school?
11. Utilizing outside resources
12. Vision, mission and leadership




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American Marketing Assoc. Definition of Marketing

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services, to create exchanges that satisfy individual and organizational objectives.



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Marketing is:

- Capturing the *mind* of the customer.
- Meeting the *needs* of the customer.
- *Focusing* on what customers value most.




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Marketing is:

- Fundamental to all your business decisions.
- The art of giving things up!
- *Much more than advertising!*




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Marketing Elements

- Product (*or service*)
- People (*staff/ customer service*)
- Price
- Place (*distribution & sales*)
- Promotion (*communications*)
- Position (*value Proposition/ brand*)



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Product

What do you offer?

- **Product mix**
 - Curriculum & course development
- **Delivery Options**
 - Classrooms, online, home study
- **Uniqueness**
- **Warranties**
- **Support - financial/technical**
- **Branding/Name**

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Why New Products Fail

● Better mousetrap	28%
● 'Me Too' product	24%
● Competitive one-upmanship	13%
● Technology issues	15%
● Price crunch	13%
● Ignorance	7%

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Product Development

- **Products fail when customers have no need**
- **Ask customers what they want and *why***
- **Ask them to test products before launching**

- **Direct Research, Own People, Expert Opinions, Testing, Studies...**



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People
who will teach?
who will manage?



- Teachers
- Administrators
- Management
- Customer Support
- Training
- Technical Support

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Attract Teachers

- Describe needed skills & experience
- Research target group *(as for customers)*
- What do they need other than \$?
- What can you offer other than \$?
- Do not compromise to fill a job

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Retain Teachers

- Deliver everything you promised
- Maintain standards no matter what
- Listen to their changing needs
- Proactively support their endeavors
- Reward results

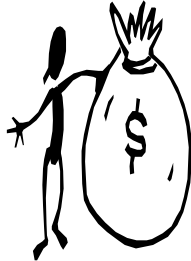
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Pricing



- Calculate price floor
- Estimate price ceiling
- Price in line with position
- Discount policy
- Geographic pricing
- Competitive pricing



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Place (distribution & sales)



- Sales System
- Location
- Delivery Options
- Affiliations
- Multiple Channels
- Customer Support Options

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Promotion (Communications)



- Set promotional goals
- Develop promotional message
- Select promotional tool(s)
 - Advertising, PR, Direct Mail, Newsletters
 - Referrals, Word of Mouth, Networking
 - Merchandising, Sponsorship, Charity
 - Personal Selling, Special Offers,
 - Internet, Telemarketing

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Position (Value/Brand)



- By target customer & market
- Review competitors' positions
- Establish the value proposition
- Incorporate into branding & promotion
- Primary positions
 - Price- quality - service- technology

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Steps to developing marketing strategy




1. Learn customer & market needs
2. Segment market to identify niche(s)
3. Evaluate potential barriers
4. Research your competition
5. Determine your value proposition(s)


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Who are our customers?



- Who is your customer and market?
- Why do they buy this type of education?
- Why will they buy from you?
- What is the lifetime value of each customer?



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Lifetime Value

How much a customer is worth over the life of the relationship

\$ purchase
X # of purchases per year
X # years of purchasing
= Lifetime value

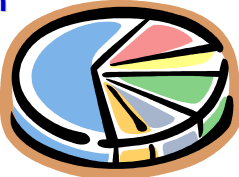
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Segmenting

- How big is the market?
- How is it divided?
- How many segments are there?
- What is the value of each segment?



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Segmentation Options

- Demographic: income, age, gender, career
- Psychographic: opinions, values, beliefs
- Geographic: location
- Needs: specifications, solutions
- Customer type: consumer, government, business, non-profit
- Value: profitability
- Buying history: catalog purchaser

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Targeting

Focusing effort and resources at a particular sector because of:

- Fewer Competitors
- Shorter sales cycle
- Greater potential sales
- Higher disposable income
- Easier access to customers



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To whom are you selling?



- User
- Influencer
- Purchaser
- Gate Keeper
- Management
- Technical Reviewer

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Evaluate Potential Barriers

What will stop customers buying from you?

- Lack of awareness of your business
- Lack knowledge of your product/ service
- Price to performance/ value proposition
- Distribution method
- Service capability
- Delivery
- Location



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Belief Builders



- Testimonials
- Word-of-mouth
- References
- Demonstrations
- Trials
- Extended warranties
- Expert endorsements
- 3rd party testing
- Industry listings
- Video comparisons
- Cut away samples
- Published articles

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Market Research



Essential to process of effective marketing

- Determine what you want to know & why
- Look for potential sources of information
 - Secondary - From others
 - Primary - From customers or source

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Market Research



Primary Research

- Personal Interviews
- Telephone Interviews
- Mail Questionnaires
- Intercept Surveys
- Focus Groups
- Return Cards
- Observation




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Market Research

Secondary Sources

- Reports/Studies
- Associations
- Internet
- Advertisements
- Brochures & Literature
- Newspapers/ Magazines
- Industry Connections - Distributors

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With whom do you compete?

- Direct and indirect competition
- Continuously monitor competitor activity
 - Why do customers buy from them?
 - What are their strengths/ weaknesses?
 - How are they like you?
 - How are they different?
- Clip news items, monitor web pages, visit tradeshow exhibits, get their literature

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Determine value proposition

- What is your competitive advantage?
- Is it of value to your target customers?
- Determine your unique value proposition
- How are you different to competitors?
 - How will customers benefit from difference
 - How will they recognize the difference/ value?
- Incorporate this value in all that you do

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Positioning

Where do you fit in the market?

- Quality
- Price
- Delivery
- Service
- Style
- Technology

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Marketing success

- Know your customer and their needs
- Select your target & focus on it
- Know the value of your customers
- Sell more to your best customers
- Never stop marketing: research/ promotion
- Use multiple approaches
- Test ideas – monitor outcomes

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Common mistakes

- Not targeting or focus
- Not tracking of outcomes
- Insufficient or no research
- Not Looking at total Value
- Selling features not benefits
- No uniqueness or differentiation
- Not selling enough to existing customers
- Advertising without clear, targeted message
- Trying to do too much with too few resources



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Marketing Summary




- **Choose & describe target customers**
- **Evaluate potential barriers**
- **Research your competitors**
- **Define competitive advantage & value proposition**
- **Develop a data-based strategy to succeed**


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Action Plan




- **Who, What, When, Where, How, Why**
- **Define what finished plan will look like**
- **Write it down**
- **Get every one involved**
- **Establish budgets**
- **Set deadlines**
- **Expedite the plan**



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Defining Excellence



- **Excellent by whose standards?**
 - **Yours**
 - **Your staff's**
 - **Your customer's**
- **Create realistic metrics**
- **Apply standards consistently**
- **Modify standards if necessary**


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Outside Resources

- **Sub-Contractors**
 - Cost effective for occasional needs
- **Guest lecturers**
 - Enhanced curriculum at low cost
 - Promotional opportunity
- **Advisory Boards**
 - Expand your perspective
 - Varied problem solving techniques

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Vision, Mission, Leadership

- **Define your five year vision**
 - Commit to it and articulate it to every one
 - Customers, colleagues, advisors, vendors
- **Describe your mission**
 - Update as you accomplish your goals
 - Ensure it serves customers & colleagues
- **Leadership**
 - Consistency and constancy at all times
 - Listen, learn, think, decide, act

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Leadership

“Start with good people, lay out the rules, communicate with your employees, motivate them and reward them. If you do all those things effectively you can't miss.”

Lee Iacocca
Chrysler Corporation

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Leadership

**“You don’t have to do everything...
you have to get everything done!”**

**“Fuel the team with your passion...
when you lose your passion quit!”**

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