



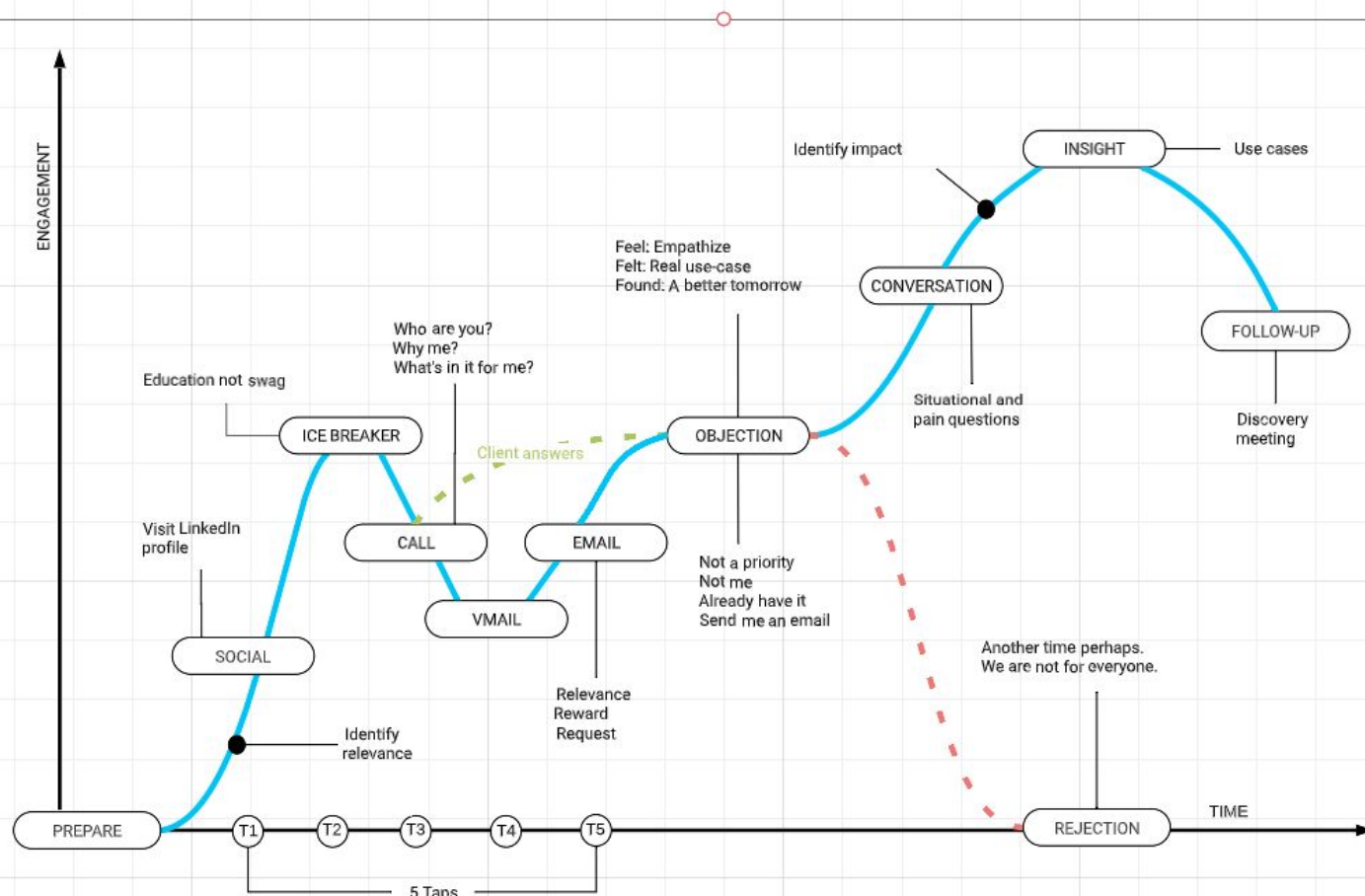
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# The Science of School Sales

Mastering an Effective Sales Plan

# Objective

Mastering the 4-Step Sales Process



# 1

## **Lead Generation**

Prospecting >  
Preparation >  
Approach

# 2

## **The Presentation**

Match the  
customer needs

# 3

## **Closing and Follow-up**

Let them know  
you care > Listen  
and respond

# 4

## **Handling Objection**

Call for action >  
Support >  
Relationship  
maintenance



# Lead Generation

Prospecting > Preparation > Approach

LEAD GENERATION > Presentation > Objection Handling > Closing & Follow-up





Prospecting

Preparation

Approach

## PROSPECTING - 5 STEP PROCESS

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1. Identify Schools and Institutions in your locale
2. Classify potentials into appropriate categories
3. Identify the decision makers for customers
4. Look out for common threads or referrals
5. Identify approach for each category



## PROSPECTING

### **Step 1 - Identify Schools and Institutions in your locale**

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- Use google maps, social media and internet to identify top 50 Schools, Training institutes or Tution
- Centers that you think would be the potential lead.
- Enter all of this with Name, Address, Phone no and alternate no , Email, UDISE Code
- If you don't get all the details don't worry we can revisit this later and refill
- Identification is important step











## PROSPECTING

### Step 2 - Classify potentials into appropriate categories

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**Consider only Schools, categorize based on Fees, Profile, Star Rating, Reviews, etc.**

- Top Tier :
  -  High on target, has the money, Understands [ 10 ]
  -  Difficult to enter, too much competition
- Mid Tier :
  -  Aspirational, eager , can afford [ 15 ]
  -  Tighter negotiations, no urgency
- Low Tier :
  -  Easy to enter
  -  May not have paying power, non-progressive leaders [25]



## PROSPECTING

### **Step 3 - Identify the decision makers for customers**

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- Identifiers - the business type, aspiration, positioning, founders,
- Make sure you read up about them over news, interviews, parents reviews and comments on social media & google reviews, internet research and classify the positive points and the aspirational stakeholders among them.
- Helps you realign and deeper dive the customers a little bit more.
- Don't waste too much time in this. Ultimately only real validation is the best validation.



## PROSPECTING

### **Step 4 - Look out for common threads or referrals**

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- Who are your direct contacts? 1st reference - Friends , Colleagues, Relatives
- Rearrange all customers accordingly. We will target direct referrals first, even if they are below the top 2 categories.
- This is important for preparation pitches.

The intention may not be to close, but to train ourselves in objection handling and first feelers.



## PROSPECTING

### **Step 5 - Identify approach for each category**

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- In case you have Tutition Centers/ Schools/ Engineering Colleges - then you need to create a different Top/Mid/Low bucket for each of them, based on not just paying power, but also locality, reach, legacy and positioning.
- Note that we are focussing only on schools in this presentation.



## PROSPECTING - **EFFICACY**



A donut chart with a teal border. The chart is mostly filled with a light teal color, representing 71% of the total. The remaining 29% is an empty white space within the circle.

71%

of buyers want to hear from  
sellers early in the buying process.



A donut chart with a teal border. The chart is completely filled with a light teal color, representing 100% of the total. The number 3X is centered inside the circle.

3X

Top Performers in Sales  
Prospecting generate 2.7x more  
sales meetings than The Rest.

## PREPARATION

### Success is where preparation and opportunity meet

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#### Plan the day by filling this checklist!

- ☐ Confirmation of meeting
- ☐ How long is the meeting; 10 or 30 mins ?
- ☐ Punctuality - self and client
- ☐ Physical kits
- ☐ Collaterals - brochures/pamphlets/printouts
- ☐ Presentation
- ☐ Visiting Cards
- ☐ **Demo Videos** NOTE- Let this do the talking (Credibility) when you view a customised story based on research and questions (Objection handling)
- ☐ Intention setting
- ☐ Proposal template (modify and add information it as per school's need)
- ☐ Patience



## APPROACH

### **The first impression is a lasting impression**

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- Calls : Reference
  - Introduction - Quote the referrals - State what you do - State the purpose of the meet and request time & schedule.
- Mails or connecting via-social media platform
  - How do you stand out : By referrals - By video - By talking about them. Strong message if not a referral.
- Visits : Trust and Relationship
  - Persistence, Charm, Authority, Humility, Friendliness, Quotes and Knowledge



# Presentation

Creating an unforgettable experience

Lead Generation > PRESENTATION > Objection Handling > Closing & Follow-up





## PRESENTATION

### Step 1 - The Client is evaluating not just the product but, You!

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Are you likeable?	: Smile / Confidence
Are you trustworthy?	: Reference / your story
Are you credible?	: What are you representing?
What's your story?	: Why you? Is it only money? Are you just another sales guy?
Are you the right person to help them?	: Are you an expert, do you know the domain well?



## PRESENTATION

### **Step 2 - Do you understand them?**

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- The first contact with the Potential Customer - Establish trust and value - not sale.
- Identify the customer and plan proper approach considering the following, but be always respectful for the space they need.
- Please do respect your time
  - Friendly Customers seem easy to sell to, but they might hesitate decision-making, mostly because they don't want to upset you.
  - Harsh/direct Customers may seem like a difficult audience, but may be opinionated and strong decision makers



## PRESENTATION

### **Step 2 - Do you understand them?**

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- Listen - Don't just be a talker, be an active listener.
- Share your background and interact with them by asking them questions.
- Be genuine - Inquire about the School history, Their legacy? School Strength? Background?

Simple icebreakers that may include their achievement or award or compliment them to show that you have done your due diligence.

- Showcase our video and start the story of why NEP 2020 will transform the education system, and how others schools are leveraging this and how they can also be at an advantage by partnering with us and staying ahead.



## PRESENTATION

### **Step 2 - Do you understand them?**

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- Highlight the points ; “What parents are looking at? What will create more admissions?”
- Understanding the client’s perspective and problems can help both them and us to save time
- So Ask & Listen early on...than talk.
  - Do they have any such solutions, what are their thoughts on hands-on learning ?
  - Science, Math, STEM Labs, ATL ?
  - How do they view computer science labs and their future ? If not now when are they planning ?
- Again, be a active listener, not just to listen but to really understand the school’s viewpoint.
- Then give your approach/solution! The Full lab or to Start Small.
- This is where you customize the discussion based on the above points.



## PRESENTATION

### Step 3 - Some Key Suggestions

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#### Ask what they prefer?

- Do they have space or convert the current CS lab ?
- Show the LINK approach.

#### Ask again

- If passive suggest: based on your expertise and knowledge data...
- If active seek , suggestions, to give more info.

#### Ask for next steps?

- Understanding customer timelines are important for your plan.
- Suggest Teacher demo / Management Meetings / PTA etc.

#### Ask us for help if the client intent is positive initially.

- Don't offer/push for a further meeting if they are not interested or progressive this year. Not everyone will be a right customer, but be nice and ask reference



## PRESENTATION

### Step 3 - Some Key Suggestions

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- If questions are asked where you do not know the answer, mark it down and politely say you will come back to it.
- Your body language and confidence is more important than quick answers.
- People can easily sense intentions, so don't be pushy.
- Being assertive and asking directly is good. Being desperate and pushy is **NOT!**
- It is OK to lose clients, you don't have to win all the prospective clients.



## PRESENTATION

### Step 3 - Some Key Suggestions

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- Look at each of the interactions as also a learning outcome for bettering your understanding of market.
- Don't let one 'NO' spoil your mindset of the 2nd visit intentions.
- People can be in different spaces, they don't have to align with you all the time.

However, if you had a great discussion, they will have a positive impression and that can open doors and even get you references.

- Never be short sighted on revenues, remember **ALL** interactions matter and that is how you build your personal network and credibility.



## PRESENTATION

### **Step 4 - Suggestions for POSITIVE response**

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- Summarise all points discussed in meeting once.
- If possible share the first draft of proposal and get it signed.
- Post the presentation make sure you send a thank you mail with the minutes of meeting listing all important discussion points with proposal or MoU (IF NOT SHARED ALREADY) on the same day.





## PRESENTATION

### Step 5 - Suggestions for **NEGATIVE** response

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- A 'No' is a powerful learning tool - if you have the right mindset
- When you hear : No / Not interested / Rejection - Understand the intention behind the NO!
- Why - Was it Money? Competition? Pitch? Value? Positioning? Time?
- No can mean a lot of things , understand why ( the real why )- document that/discuss with us
- See if they are interested in Science Lab or any other solutions? Note this and get out.

#### **Helps us Help you. To prepare you better for the next time!**

- Remember, if you are nice and they like your attitude - They would definitely give you a reference when you ask them politely.





# Hit the Target

- The intention is to build Trust and Credibility
- Be Likeable and Charming
- Make them feel that **You are on their side.**
- Create a customized experience for your audience, by understanding your customers
- Make it seem like the offering is personalized and designed to cater to their needs
- Prepare an expected journey for each category of customers to avoid any surprises
- You should be the expert in the domain, they must respect your knowledge.



# Data Speaks

- Showcase the actual product when possible.
- Share testimonials, which they respect and relate.
- Numbers speak about the credibility.
  - 10+ Years of Experience
  - 1000+ Makerspaces
  - 500,000+ Children
  - 1 Million Innovations
  - Ecosystem of Award Winning products
  - Community Driven Learning Platform



## EXAMPLE

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### School - 1

School with specific need and gap in the system

- Provide a subtle nudge to solve their common issues act as a well-wisher/guide
- Highlight testimonials that prove the solution
- Review and recommend tailor made solutions

### School - 2

School seems enthusiastic but are not good decision makers. Has a history of indecisive behaviour.

- Act as a consultant, highlighting the problem and appropriate solution
- Sometimes help them make a decision, offer two options so they are bound to choose 1
- “If not now - never” approach may sometimes work too. Give them options that are time bound



## PRESENTATION

### **SCHOOL PROPOSAL**

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- The first proposal is a flow proposal - consisting of the details discussed in the presentation which is generic.
- Based on the a ballpark budget, be ready with the proposal template before you go to the School.
- Have a generic proposal ready for all offerings together and separately with the costing share this with minor edits based on the School requirement and budget.
- If you suggest a new solution, make the change in the proposal immediately and share the same.
- Do not commit to something which seems outrageous and in case of doubts, talk to us and clarify the same before you commit the same to the client on paper.



# Handling Objections

Empathize, Engage, Encourage - Show that you care!

Lead Generation > Presentation > **OBJECTION HANDLING** > Closing & Follow-up



## OBJECTION HANDLING

### **Patience goes a long way**

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- Objection handling is more ART than pure science
- Data helps, but a story goes a long way - your composure and genuineness to help matters
- This is also a time where the customer gauges you vs other solutions & other sales guys
- Trust and Expertise will make you stand out.
- Do not agree to everything, makes you look desperate. Respectfully giving your Point of View is better. Earns respect!
- Do not fear rejection, treat it as an opportunity to learn.
- Objection handling is not to show how good you are but to listen to what the customers are looking at. If you listen, we can always customize and go back



## OBJECTION HANDLING

### **Patience goes a long way**

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- Most objections can be handled like a query if you can proactively engage the customer during the conversation and case study.
- Always be responsive to Customers, excused increase customer objections
- Do not wing it - Keep a script ready
- Add value to each interaction - keep a list of FAQ ready and post each customer objection make sure you add that to your existing list of FAQs
- Seek help form the team to form a strong contingency plan
- Prepare an argument beforehand to anticipate the objections that you are commonly confronted with.





## OBJECTION HANDLING

### **Some statistics to help us**

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In the likely event we don't hear back from a Customer immediately, the key is to send a follow up note.

The available data highlights the following:

- 80% sales require 5 follow-up calls after the meeting, (*Source The Marketing Donut*.)
- Web leads followed up within 5 minutes are 9 times more likely to convert. (*Source Inside Sales*)
- The average salesperson only makes 2 attempts to reach a prospect. (*Source Sirius Decisions*)
- Only 2% of cold calls result in an appointment. (*Source Lap Job*)
- 93% of converted leads are contacted on the sixth call attempt. (*Source Velocify*)



## OBJECTION HANDLING

### Some Common Objections

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#### **FEAR:**

“Current method is good..” Happy with what we have...”

#### **TRUST:**

“How to I know this is good...” What is the proof...’

#### **COST:**

“Too expensive..” No budget..”

#### **TIMING:**

“It is mid-year...” “Now may not be a good time..”

#### **COMPETITION:**

“We are happy using XYZ..” Why should we change...”



## OBJECTION HANDLING

### 5 STEP PROCESS FOR HANDLING OBJECTIONS

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- Listen to objection, Acknowledge it and encourage them to elaborate it to create a better understanding
- Accept the objection politely, do not become defensive use this to build trust
- Now SPEAK - Make sure you understood the issue at hand to give an appropriate tailor-made response, make sure you have understood them clearly by rephrasing your words, in order to avoid any misunderstanding and to demonstrate once again that you know how to listen:
  - If I understood correctly...
  - In summary, you say that...
- Provide an appropriate response objection that the Customer cannot refute, use facts to add value and erase all doubts
- Always check that the objections are resolved and no doubts remain. To do this, simply ask the question:
  - Have we been able to remove your doubts about our solution?
  - Would you be ready to close the sales now?





# NOTE

- Give them time, many of us don't want to accept the solution immediately.
- However, let it not be infinite time, a period of 2 to 7 days is good enough time to take a decision
- Please do not waste time multiple in-person visit. After the main presentation, next management meetings or negotiation can happen physically.
- Simple enquiry or knowing the status of your proposal can be done over quick 5 minute call.



# Closing

Just do it!

Hit the iron while it is hot

Lead Generation > Presentation > Objection handling > **CLOSING & FOLLOW-UP**



## CLOSING

### Hit the iron while it's hot!

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- This is what we have been preparing for till now. Our efforts can be sealed with a little nudge in the right direction
- Do not hard sell as it has been proven time and again that this not a very effective technique
- A deal cannot be closed unless it is addressed explicitly.
- Ask, **DO NOT** assume. It's all too simple to avoid asking because you don't want to hear a "NO" from the consumer. Hearing "no" just implies you have more worries to address, or the time is not right.
- Use assertive language like,
  - *"Now that we know all the features and have addressed your queries, let me share the details and let us close **this by friday next week ?...**"*
  - *"We are really looking forward to partnering with you. **When** should we get started with the training and implementation?"*



# **Please remember time -frame is important !**

Follow up is important, do not let the customer forget you.  
Even if the closure meeting went great.



## FOLLOW-UP

### **Closure of a deal does not mean end of contact!**

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- Your work does not end after the sale is completed. Keeping in touch post sales and providing value is the key to a successful advocacy.
- The follow-up step keeps you in touch with closed consumers, not just for possible repeat business but also for referrals.
- Maintaining relationships is the key since retaining current customers is much less expensive than securing new ones.
- Document your conversations and successes so that you can follow the steps that work best and easily get new reps up to speed as they are onboarded.
- Create testimonials and evangelist that can propagate your business through word of mouth organically.
- Be in touch at least once in 3 months - with no agenda in mind. But some clients would want their space, respect that too.





# All the best in Cracking Sales!

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