Ed Tech Sales Strategy

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The Wisewire Story

Once Upon a Time, there was

WORDS & NUMBERS

Award-winning content

2015 WINNER REVEREawards AAP

Redbird Advanced Learning's Supplemental Mathematics

//CODiE//

Discovery Education's Science & Social Studies Techbooks

//CODiE//

Pearson Education's CourseConnect

EDDIE AWARDS WINNER

Connections Education's K-8 Mandarin Chinese

Our Clients

We fully immerse ourselves in every aspect of a project to work as an extension of each customer's core team.

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But Needed to Evolve

Challenges – Eat What You Kill – Tough to Scale

Challenges – Dependent 100% on Human Capital

"What's the matter with you? Don't you realize that I have good people skills?!!"

Challenges – Consolidation and Globalization

Our Challenge – Tough To Predict Pipeline

Our Challenge – Lower Valuation

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What Did We Do?

Words & Numbers 2.0

Leverage our

- Strong Network of Clients
- Product and Market Landscape Knowledge
- Ability to Scale
- Position us in different areas of the education sales cycle
- Invest using our strong balance sheet

Provide

- Re-occurring revenue, balance out our project-based revenue
- Introduce a different revenue stream
- Change our positioning and valuation
- Professional Development and Challenge for Our Team
- Forced us into the new world of SEO, and trends in buying

Words & Numbers 2.0 – A Trend that Matched!

Marketplace and Content Coming Together

Words & Numbers 2.0 = Wisewire Marketplace

Invested in Building Our Own Product

Deepen Connections with Our Client Base in a Complementary Way

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Rebranded – lead with platform

News & Notes – Soft Launch Feb 2016 – Continue Traction

- 4,000+ sessions since May, 15,000+ page views, 400+ registered users

- Strategic partnerships with teacher sites (Bloomboard, TES, and ShareMyLesson)
  - Featured in Best of ELA on Share My Lesson site.
  - Featured in TES Blendspace user email (400K teachers)
- The "Wise Wire" Blog launched 9/6 - spike in site usage
- Wisewire's TpT Store
  100+ products sold (playlist/quizzes)
  buyers of 14-17 products each

They Like Us! They Really Like Us!

"You are not kidding when you say "content rich" Thanks for your products. We will begin this in two weeks and I can't wait because I deserve something different for Figurative language since I teach it every year. Great product!"
-Mary Geldert September 11, 2016

"I love your products! They are very helpful!"
-Buyer August 13, 2016

"Great product."
-Traci P. August 24, 2016

Results? …

2016 Tech & Learning Awards of Excellence;

New Product Winner
Honored software, hardware, network, App
Web products include innovative application
break new ground as well as those that added
significant enhancements to proven education
tools.

21st Annual Education Software Review Awards

Multi-Level online educational resource

Teacher Tools online educational resource

In the Process You MUST…

Focus on SALES

My Role

- Founder of Words & Numbers
- Head of Operations of Words & Numbers
- Strategy Officer Wisewire
- Business Strategist – (Keep the lights on and growing!)

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What Are Your Sales Challenges?

A Few Challenges

- Long Sales Cycle – from demo to purchase
- Conflicting Priorities – too busy worrying about product quality, or talent, cashflow, etc.
- Limited Client Base – Only a few customers
- Lack of Marketing – Social Media, on ground sales, etc.
- Not a "Sales Person"
- Don't know where to start

What Do You Prioritize?

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Seven Key “Must Haves”

The Networking Round

Please Do the Following

1. Introduce yourselves, what do you do and what does your company do?
2. Find one thing in common.
3. Find one thing you like about the person.
4. Name two ways you can help each other.

"Yeah, yeah. Never mind about your hobbies. Are you a princess or not?"

1. Talk to EVERYONE, It is About Relationships

People Buy and Work with People They Like

Never Eat Alone Summary

- Your value is in your network.
- Don’t keep score, if you can help, do it.
- Be authentic.
- Build a solid network of people who are in and outside your industry.
- Attend conferences.
- Say a lot but little.

2. Build, Monitor, and Maintain a Robust Pipeline of Clients

Nothing Else Happens Without Sales

Your Turn

Describe your sales pipeline report.

Do you think it is effective? What can be improved?

3. Invest Time in Social Media and Quality Content

Start conversations with Millions of People

Your Turn

Where are your customers on social media? Make a list of who they follow or where they go.

How is your business connected to this?

4. YOU are the Best Sales Person

You Have to Prioritize Time Finding and Nurturing Clients

Your Turn

What % of your day is devoted to Sales and Business Development?

Is this enough? How can you improve this?

5. Expand the Definition of Customer

Inc. 5000

Are they only teachers and schools? OR Could they be companies, vendors, competitors, etc?

Your Turn

In 1 minute, provide examples all the possible customers for your business including current and new possible ones.

Current Customer Types	New Potentials

6. Look for the Win-Win in Every Possibility

Are you putting yourself in the customer's shoes? What would they want?

Your Turn

Customer	What You'd Want	What They Want	Aligned? (Y/N)	Action

7. Plan with the End in Mind

A Strong Sales Plan Must be in Your Strategic Goals.

Your Turn

Name the Top three “Must-Haves” in your sales plan to meet your strategic goals.