

Chapter 2

Working Your Business



Don't Talk the Talk
Without Walking the Walk

MAKING CONTACT

What do I do ... What do I say?



PREPARING YOURSELF TO MAKE CALLS

To create a positive presence on the phone, consider the following:

1. **Build your confidence.** Before making your first call, look in the mirror. If you feel down or disheveled, often this will come across that way on the phone. Look good; dress as if you were meeting in person, and not via phone. This helps you feel more confident and it will come across that way on the phone.
2. **Clear the clutter.** Remove unnecessary items from your desk. Only have what is needed for your task: current brochure/pricing guide, pad, pen/pencil, your call list.
3. **Watch yourself.** Consider keeping a mirror on your desk. When you make calls, look in the mirror and practice smiling or other "live" presentation skills. This practice will not only hone your skills for actual presentations, but your energy and enthusiasm will also come through in your telephone calls.
4. **Warm up.** Practice before you make your first call! Consider recording yourself, play it back and make changes. Do some role playing, this is a perfect way to practice and get real feedback. Practice truly does make perfect.
5. **Listen!** State your reason(s) for calling, but make sure you listen to the response you receive from the prospect.
 - ✓ Limit your talking and never interrupt.
 - ✓ Concentrate on what your prospect is telling you.
 - ✓ Keep good notes (date you called, when to follow up, items discussed, etc.) so you can refer back often
 - ✓ Listen for ideas.
 - ✓ Listen to voice inflection and overtones.
6. Keep the phone calls brief and to the point (3-5 minutes maximum).





SCRIPTS

SAMPLE SCRIPTS

Don't forget to smile while making your phone calls!



THE INTRO SCRIPT: GETTING THRU THE GATEKEEPER

"Hello, this is _____ calling from Original Works, an art based fundraising company. I'm currently working with several other schools in your area and am excited to speak with someone in your school as well. Can you tell me who the appropriate person is for me to speak with and share some information about our company and programs?"

THE CONTACT SCRIPT INTRO: GETTING IN TOUCH WITH THE CONTACT/ DECISION-MAKER

"Hello _____. This is _____ calling from Original Works; an art based fundraising company. I've been working with several schools in your area, including Elmwood Elementary School. Do you have a moment now that I could go over our fundraising programs and the benefits for your school?"

MORE GENERIC OPTION:

"Hi _____. This is _____ calling from Original Works, an art-based fundraising company. Do you have a minute now so that that I could update you on our fundraising programs? Original Works offers a unique art-based fundraising service to schools nationwide. Our programs focus on building students' self-esteem while also showcasing the art department and providing great fundraising benefits to your school."

Now, Getting the Appointment (a continuation of the above script):

"As with many schools, Elmwood was facing some pretty difficult budget cuts and they looked to Original Works to help close the budget gap. What they particularly liked about our programs, was the dual focus of building children's creativity and self-esteem, while also providing a unique fundraising opportunity. I was hoping I might be able to schedule a brief meeting with you to see if we can assist your school in the same way we have Elmwood Elementary. Would next Tuesday at 2:00 PM work?"

MORE GENERIC OPTION:

"We are currently working with several other schools in your area, including _____ and I felt this program could also benefit your school. I would like to stop by and tell you more about how those other schools are benefiting and determine if the program could also be a fit for your needs. Are you available Tuesday at 2 p.m. to review our programs with you?"



**Remember just why you are making these calls ...
to bring a fantastic opportunity to schools and parents
and bring you closer to achieving your goals.**

NEXT STEPS

I set an appointment....now what?

Congratulate yourself. You are one step away from closing the sale.

Let's prepare for your presentation!

- Remember everyone's time is valuable.
- Conduct your presentation and Q/A *in less than a half-hour*.
- Offer the correct program to the school. Remember **S.I.M.P.L.E.**
 - S:** Suburban schools
 - I:** Involved Parents
 - M:** Motivated art teachers
 - P:** Promotion
 - L:** Lead-Time
 - E:** Exclusive Program

TIPS FOR A SUCCESSFUL PRESENTATION

- Be neat, professional, on time and SMILE!
 - Know where you are going ahead of time
- Know your audience and dress accordingly
 - Having a few "statement" accessories can really grab attention
- Keep it simple, exciting and keep it moving ... get to the point
- Have samples easily visible
 - Encourage attendees to touch the products
 - Display the items towards the end of your presentation
- Know your programs
- Enthusiasm sells, but don't be pushy and over-sell - know when to stop
- Don't go over the guide in front of the entire group (this is not the time!)
- Thank them for their time and interest. Let them know we would "Love to work with them"

KNOW YOUR AUDIENCE

Parent organizations and art teachers look at fundraisers differently. Recognize these differences!

PARENT ORGANIZATION

- Fast turnaround!
- There is no door to door selling, no inventory
- School can choose their own pricing
- It is a unique program
- Parents, grandparents and students all love it
- Parents have something to show for the money they are spending so may spend more!
- One-day lesson plans are great for schools with an infrequent art teacher or no specific art program

ART TEACHER

- The programs promote creativity and self-esteem
- Creates a sense of accomplishment and pride
- Showcases the art department
- Endorsed by art supervisors nationwide
- We supply lesson plans and paper free of charge with our programs
- It is non-invasive and can be incorporated into the existing curriculum
- Raise funds for department needs



Parent organizations & art teachers can have different goals but BOTH want a happy outcome that everyone loves & and benefits from.



PRESENTATIONS

SAMPLE PRESENTATIONS

Practice! When you practice your own style and technique; it will build your confidence! Here is an intro script for your use:

Hello, my name is _____ and I'm with a company called Original Works. We offer a unique art program for your school, which can be used as a fundraiser, or service for parents.

Original Works takes your student's full color artwork that they create at school and reproduces it into a variety of different products such as magnets, T-shirts, notecards, and mugs.

Our company began in 1989 when our President's daughter painted her first picture. When she tried to have the picture reproduced into note cards, she found the cost was very high and only large quantities could be made. However, the IDEA was too strong to ignore. This is how, our business was born.

We work with a variety of schools and organizations nationwide. We have been featured in many publications including Better Homes and Gardens, Teaching K-8, School Arts and Sesame Street Magazine, and Parents Guide.

Our programs offer the school many great benefits:

- The artwork is created in class, which provides a great way to showcase the schools art program.
- The parents benefit by having the opportunity to purchase unique products for gift giving and keepsakes.
- For children, seeing their own art reproduced really boosts self-esteem.
- Programs can be run as a service or fund-raiser; you set your own prices
- We supply the paper for the students use
- There is no door to door selling required
- The program can be easily incorporated into the curriculum

The success of the program is very closely linked to the quality of the artwork. Parents love to buy products that have been professionally made and personalized with their very own child's artwork. Students love to hear compliments on their finished products. In truth, we are selling PRIDE as much as anything else.

We strive to make our program easy to administer. There is no inventory. We work closely with the art teacher to provide art information and we even offer lesson plans if interested.

Original Works stands behind all of our products. If there is a problem, our customer service team will assist you & ensure the issue is resolved.

We will also provide you a list of suggested pricing for a fundraiser however; you are free to set your own prices. Our pricing is based on a 33% profit for your school.

SEE BEFORE YOUR BUY PROGRAM

SAMPLE PRESENTATION-

"This program allows the parents to view their child's artwork made into a magnet before making a purchase. This is a great way to increase your sales and show the parents' the quality of the reproduction and the size of the magnet.

We provide a customized letter for the parents and we label each order with the student's name, teacher and grade. The letter provides a school contact name and phone number as well as pricing, when to return the order and to whom to make their checks payable.

Once the art has been created, it is sent to Original Works organized by class. Two weeks later, the school receives the Parent Packages (including the magnet, customized letter, order form and brochure) for every piece of artwork sorted by class. The parents then have 3 choices: purchase the magnet, return it with no obligation and/or purchase other products.

When orders are place by the parents and returned to the school, they will need to be matched to the correct artwork and sent back to us organized by class. 2 weeks later you will have all the finished products segmented by class."

ORIGINAL PROGRAM

SAMPLE PRESENTATION-

"The Original program is great for younger or older students. It also works well if you want to run the program quickly.

Once the artwork is completed, it is sent home to the parents along with a brochure, order form and customized letter. The parents then decide what they want to order. They return the artwork and order form to the school along with payment. The school then sends us the orders and artwork organized by class and payment, if necessary. Approximately 2 weeks later, the school will receive the completed orders, packed according to class.

What questions do you have for me at this time?

Thank you for your time and for giving me the opportunity to share this wonderful program with you. I'll be calling you after you have had the opportunity to discuss how your school can benefit from a partnership with Original Works."



"It is only the farmer who faithfully plants seeds in the spring, who reaps a harvest in the autumn." - B.C. Forbes



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FAQ

FREQUENTLY ASKED QUESTIONS

1) WHAT IS A FIX-IT AND HOW DO I HANDLE IT?

Despite our stringent quality control and attention to detail, occasionally a less than perfect product does get through our process. We call this a Fix-it. A Fix-it is a product or order that meets one or more of the following criteria:

- ✓ Material defect (a hole in a t-shirt or a chipped mug or tile for example).
- ✓ Incorrect product (we produced a t-shirt when a sweatshirt was ordered).
- ✓ Improperly produced (the artwork was reproduced incorrectly on the product).
- ✓ The product was missed on the original order form and never produced.

Correcting a Fix-it is as easy as 1, 2, 3:

1. Complete the top section of Form F. ("F" for fix-it)
2. Write the order form number(s) of the affected order(s) in the space provided on Form F. If the defect is related to the artwork image (i.e, the artwork on the product is blurry, the color is not correct, there are shadow lines in the image, etc.) then you will need to send in both the artwork and a copy of the original order form.
3. Clearly write out the problem in the space provided on Form F.
4. Return form to:
Original Works – Building One
Attn: Fix-It Department
54 Caldwell Road
Stillwater, New York 12170



Fix-its receive priority handling and are typically returned to the school within two weeks of being received.

2) HOW DO I SUBMIT AN ADDITIONAL ORDER?

An additional Artwork Order is a follow-up order that is typically submitted after the main order. Additional Orders may include:

1. Orders resulting from missed deadlines or absences
2. Families wishing to purchase additional products
3. Artwork that has been returned unprocessed because it did not conform to our artwork guidelines. This artwork may be corrected and then resubmitted later as an additional order.

Each Additional Order shipment should include:

1. Shipping Form "C"
2. Original artwork
3. Completed order form

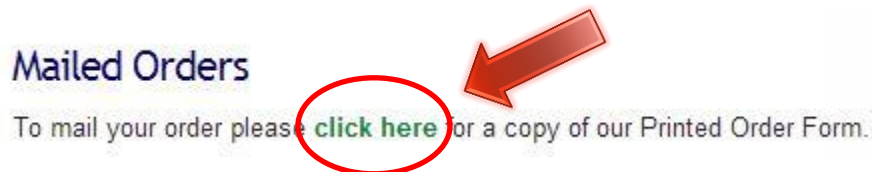
Original Works pays the shipping and handling for one additional order shipment. We cannot guarantee holiday delivery of late orders. Once the additional order phase has been completed, parents may submit individual orders by using the Retail Order Form. A copy of this order form is included in the Coordinator's Envelope and may be downloaded from the Individual/Personal Orders section of our web site.

3) WHAT IS A RETAIL ORDER AND HOW DO I SUBMIT IT?

After the program is over, if a family wishes to submit an additional or new order, they may do so by sending in a Retail Order. A Retail Order is submitted directly to us, processed and then the completed products are returned directly to the family.

A Retail Order Form can be mailed/emailed out on request or may be downloaded directly from our web site.

From the website Home pages, click on the "eStore" tab and scroll down the page to the Mailed orders section, and a link is available to access the order form:



The retail form is then printed, completed and submitted to us with the artwork and payment. Please note that shipping & handling is charged on all retail orders. The completed order and original artwork will be returned in approximately 3-4 weeks.

4) WHAT DO I DO IF ARTWORK WAS RETURNED TO THE SCHOOL UNPROCESSED?

If artwork was returned to the school unprocessed, the art did not conform to our art standards and/or instructions. A yellow sheet is included with the unprocessed artwork explaining why it was returned. Typical reasons for returning artwork unprocessed include the incorrect paper size, use of copyrighted images, use of glitter or metallic, etc. The best way to avoid returned artwork is to make sure that it conforms to the art instructions included in the Coordinator Guide.

The returned artwork can be corrected to meet our standards and then resubmitted during the order phase of a SBYB program or as an additional order in an OP program. The school is not charged for orders associated with artwork that has been returned. If the artwork and order is resubmitted then the school will be charged for the associated order.

5) WHAT SHOULD I DO IF A PARENT SENDS IN TWO DIFFERENT ARTWORKS BUT ONLY ONE ORDER FORM AND WANTS DIFFERENT PRODUCTS MADE FROM EACH ARTWORK?

Each artwork must have its own order form. In this situation write up a separate order form for the second piece of artwork and attach it to the correct artwork.

5) I NEED A FEW ADDITIONAL ORDER FORMS. WHAT SHOULD I DO?

A copy of a blank order form is included in your Electronic Coordinator's Guide (ECG). A copy is also provided on our website on the Downloadable Guides & Forms page; simply go to the OP or SBYB section, select the Blank Order Form, open the form and print it out.

7) A PARENT ONLY RETURNED ONE PART OF THE ORDER FORM. WHAT SHOULD I DO?

Simply make a copy of the order form for your records and then attach the second copy of the order form to the back of the artwork and submit it for processing. The order form will be returned with the completed artwork and order.

8) DO THE ORDERS AND ARTWORK NEED TO BE PLACED BACK INTO THE INDIVIDUAL POLY BAGS WHEN SUBMITTING AN ORDER?

No. Do not reinsert the artwork and order form into the individual poly bag. However, please place all class orders and artwork in a larger plastic bag to protect them from moisture during shipping.

9) I HAVE ALREADY SENT IN MY ARTWORK FOR THE SBYB MAGNET PHASE, BUT I JUST RECEIVED A FEW ADDITIONAL PIECES OF ARTWORK. CAN I SUBMIT IT TO HAVE A SBYB MAGNET MADE?

No. All SBYB artwork must be submitted at the same time in order to have the preview magnets made. However, this artwork may be sent home with an order form and brochure (KTP) during the order phase so that the families may place orders during the order phase of the program. Although we do provide some extra order forms and KTPs in the program materials for the school, the coordinator may download a blank one from their Electronic Coordinator's Guide.

10) IF A PARENT IS ONLY PURCHASING THE SBYB MAGNET DO I NEED TO SEND IN THEIR INDIVIDUAL ORDER FORM?

No. For orders where only the SBYB magnet is being purchased there is no need to return the order form to us. Rather, simply tally the total number of magnets purchased & then include this in the "SBYB Magnets purchased" section of Shipping Form B (think B for 'Buy').

11) HOW ARE SBYB MAGNETS PACKAGED WHEN THEY ARRIVE AT THE SCHOOL?

The magnet packages arrive at the school two weeks after the artwork is received by Original Works. Each package will contain: a 4"x5" magnet, order form, and a customized Dear Family Letter, all contained in a biodegradable poly bag.

All artwork will be contained in one separate folder. Do not send the artwork home with the magnet packages as you will need to resubmit the artwork during the order phase of the program.

The magnet packages and artwork will be returned to you in the same order in which it was submitted to us. Therefore we recommend that you submit the artwork to us by class and grade so that the completed packages will come back to you in the same order. This will make it easy for you to distribute the packages to the appropriate teachers.

12) HOW ARE ORDERS PACKAGED WHEN THEY ARRIVE AT THE SCHOOL?

The completed orders will arrive to you organized in the same way that you sent them to us. Once again, since working by class and grade is typically the easiest way to track and distribute the orders, we strongly recommend that they be submitted to us in the same way.

Each child's order is pillow-packed in a large polybag with the white copy of the order form attached to the artwork. Mugs, travel bottles, and water bottles are packed separately in a box specially designed for shipping them.

13) WHAT PAYMENT OPTIONS ARE AVAILABLE?

Original Works offers 3 options for payment. 1. You may remit the full amount you collected with your order, and we will send you your profit check within 10 business days. 2. You can tally all of your orders and send in the exact amount owed, or 3. We can invoice you as long as your combined wholesale order value is \$300 or more; payment is due upon receipt of invoice.

14) HOW ARE THE ORDERS TALLIED AND TOTALED?

When your order arrives, the orders are tallied and an invoice generated. This invoice is e-mailed (sent electronically) & faxed to the contact you have provided, and clearly indicates total amount of order, itemized by product, any payment received with order and net amount due to Original Works.

15) IF A REFUND IS DUE, WHEN WILL I RECEIVE IT?

When you send in 100% of money collected, we will issue your profit check within 10 business days of order processing. Partial overpayments are generated and mailed to your organization within 45 days after date of invoice. The refund may be adjusted to account for any late orders.

16) IF THERE ARE DISCREPANCIES ON MY INVOICE, WILL YOU ISSUE ME A NEW ONE?

No. You will receive a debit or credit memo reflecting any adjustments. We also issue statements, which show your account history and any outstanding balance.

17) DO I HAVE TO PAY SALES TAX?

Original Works is required to collect sales tax in the following states: California, Colorado, Florida, Georgia, Maryland, Michigan, New York, North Carolina, South Carolina, Tennessee, Texas and Virginia. If you are located in one of these states, check with your business office to determine if this fundraiser is a taxable event. If you are not taxable, you need to send us your tax exempt or reseller's certificate. Without this form on file, we will charge sales tax.

18) DO WE REALLY NEED TO SEND YOU THE TAX EXEMPT FORM?

Yes. We cannot accept any numbers given over the phone; we must have the physical form on file.

19) CAN WE HAVE THE PARENTS MAKE OUT CHECKS TO ORIGINAL WORKS?

No. Families' checks are to be made out to your organization, as stated on the Dear Family Letter. One check for the full amount should be cut by your organization and made payable to Original Works.

20) WHAT DO I DO WITH ALL OF MY RETURNED MAGNETS?

Once you have collected the returned magnets, simply place them in a box and ship them via 4th Class Mail to:

Original Works
54 Caldwell Road – Building 1
Stillwater, New York 12170



COMPETITION

COMPETITION

Sniffing out the competition

As competitors emerge, we should neither underestimate nor overestimate them. Very importantly, let us not make the mistake of underestimating ourselves. Stress key advantages to using Original Works. There are hundreds of thousands of families and thousands of schools across the USA that know us and like us. That reputation and the referral potential it represents give us a tremendous edge. We have tons of repeat schools to prove that parents loved what we produced!



ORIGINAL WORKS MAJOR COMPETITIVE ADVANTAGES

1. 12 day turnaround – fastest in the industry!
2. Free paper
3. Marketing kit to maximize promotion and sales
4. Unsurpassed product quality.
5. Strong infrastructure - seasoned team of sales, marketing, customer service, manufacturing, and financial professionals.
6. A national company with a proven track record with over two decades of experience.
7. A national network of dedicated and trained sales professionals capable of providing local, in-market representation, service and support.
8. The Original Works Art Institute; developed to provide support & education for art educators i.e. lesson plans, art idea sheets.
9. Ongoing sales training programs available to our sales force.
10. As the largest clearing house for children's artwork in the world, we are very aware of the latest national trends in art education.
11. Proven capability to deliver high quality products correctly, on time and with a faster turnaround time than any competitor
12. Extensive customer base with virtually unlimited references around the country.
13. Product satisfaction guarantee.
14. Large scale, superior manufacturing capability in two locations totaling 20,000+ square foot facility.
15. Computerized billing with credit card acceptance.
16. Product line offers competitive profit margins to the schools and the ability to choose custom pricing.
17. No up-front payment required or shipping charges" (*exception: school program with wholesale value of <\$300.00 must pre-pay; also, a \$25 S/H fee applies)

POINTS WE WANT TO ALWAYS GIVE:

- The 3 F's- First, Fastest, Fun
- Strong product-line
- Highest level of customer service and HQ support
- Highly competitive pricing and margins
- Broadest possible exposure of our Company and its products through shows and conferences
- Strengthening our marketing literature and sales tools

Competition causes us to do our best and it keeps us sharp; it need not be feared, but it does require that we realistically appraise it and react accordingly. Recognizing their presence does not mean accepting their presence.

We are constantly monitoring competition. We do so with your input from the field so that we can act as a central repository for this information, take responsibility for its evaluation & fashion with you the appropriate responses.



COMPETITIVE QUESTIONS & ANSWERS

It is important that you feel comfortable handling competitive questions about Original Works. When you encounter a competitive situation, it is important to keep the following points in mind:

1. We are the only company in the market with a national sales force presence.
2. We are the company that others are attempting to emulate.
3. Finally, the scope and scale of our operation positions us to provide you and our customers with more comprehensive service, support, manufacturing reliability and overall responsiveness.

These elements represent the cornerstone of our competitive advantages. However, in some cases a more detailed response to a specific question may be required. As such, we have developed a list of possible competitive questions you may encounter and have outlined appropriate responses to each question.

Here are some typical questions with responses to become familiar with

Q: Why should I sign up for The Original Works Program instead of the competitions?

A: "That's a very good question. I can tell you why others have signed up with us instead of the competition, but without knowing what is important to you, it is difficult for me to tell you why you should sign up with us. So, let me ask you: What elements of running a school program or fund-raiser are important to you?"

This response enables you to better qualify the prospect. Key factors you want to drive home: dependability, reliability, quality, experience, national presence with local representation, etc. Pose questions to them: "Is working with an experienced company with a national presence important to you?" or "How important is high quality and reliability to you". Stress the following benefits:

- First, Fastest, Fun
- We are the "Original" art based fund raising company. We created this market and are the only company that has been successful for so long on a nationwide basis; experience relative to our competition translates into a higher quality, better run program.
- We provide an extremely high level of service through a network of independent field representatives and through our headquarters staff. We can gladly provide references across the country who can attest to the quality of our program and our products.
- The quality of our products is unmatched. The raw materials we select for our products combined with our stringent acceptance criteria, ensures our products are of the highest quality produced. Line our products up against those of our competition; you can see and feel the difference!
- Through Original Works Art Institute we do a tremendous amount to promote art & art education such as through the creation and distribution of art lesson plans. Competitors have not even begun to develop such a program.

Q: The competition offers more product choices than Original Works. Why would I select a company that has a more limited product selection?

A: "It is important to have the right mix of appropriate and high quality products in your line. You can probably put artwork on just about any product, but this doesn't mean you should, and our vast experience proves this point.

Unlike our competition, we do a great deal of research and testing before releasing a new product. This assures a high degree of quality in the products we do select, and when we place new products in the line we know that they are proven sellers that will generate good results for your school.

Our philosophy is that we would rather do fewer products extremely well than more products that are mediocre. Although product selection is important, too broad a line can make children and parents

feel overwhelmed; nonetheless we continue to release a steady stream of high yielding, tested products each year."

Q: I can make higher profit margins with the competition. Why would I want to go with Original Works?

A: "This is actually not the case. The maximum profit that a school would earn with any of our competitors is 33%. Using our suggested retail pricing, schools earn 33% with our products. However, the competitors who offer the 33% margin also charge for shipping and handling; we do not. This difference can translate into 3-4% difference in overall profit, which effectively reduces the schools net profit margin to 29%-30%. Additionally, because the quality of our products is so high, you may be justified in charging a higher retail price for the products and making a higher margin for your school."

Q: One of your competitors offers something free. Why don't you offer something for free, such as the magnet?"

A: "Each company may develop their own means of previewing their products. For more than 15 years we've been offering a full sized magnet that can be optionally purchased or returned without obligation. This approach has been overwhelmingly successful. It allows each parent to gauge the quality of the reproduction & the products without obligation to purchase. In addition, two-thirds of the parents purchase the preview magnet, which can typically account for upwards of 25% of the funds raised by the program. Changing this model & moving to a free give away could jeopardize these revenues & the overall attractiveness of the program."

Situation: You encounter a former sales representative who now works for a new competitor. The prospect tells you that they like your program, but they have a strong relationship with and strong loyalty to the former sales representative.

How to handle:

"That is certainly important on a personal level, however ultimately it is the company behind the sales representative that is responsible for handling your program reliably and professionally."

"Have you thoroughly checked out this new company that the sales representative is working for?"

"How long have they been in business?"

"How many accounts do they serve?"

"Do they have references that you can check to verify the quality and reliability of their work?"

While this approach may still not be enough to overcome a strong sense of loyalty, it will at least create some level of doubt in the mind of the prospect and puts tremendous pressure on the other sales representative to perform. If you are not successful at first in overcoming this objection, at least attempt to keep the door open for a future follow up with the prospect, once they have had a working experience with the company.



**TERRITORY
DEVELOPMENT**

TERRITORY DEVELOPMENT



UNDERSTANDING YOUR MARKETPLACE

- Recall **S.I.M.P.L.E.** this summarizes our approach to marketing the program and determining which program may work best for your school.
- Our experience is that typically suburban public schools, private schools, and pre-schools are more receptive to the program, have higher participation rates and better per cap yields than schools in lower income areas.
 - As a general rule, these schools should constitute a larger portion of your attention and they provide the strong initial account base necessary to build your business quickly and profitably.

YOUR TERRITORY ASSIGNMENT SPREADSHEET

- Consists primarily of elementary schools in your territory along with their addresses, phone numbers, fax numbers and populations.
 - Bottom of the spreadsheet shows a calculation of the potential dollar volume yield for your assigned territory. This is strictly a very rough estimate of the potential yield for your territory. This spreadsheet can easily be expanded to include other sources of business.
- Do not overlook secondary sources. While these should consume a smaller portion of your overall selling time, they can significantly expand your client base & market exposure, providing a boost to your overall territory yield. Add these to your spreadsheet:
 - Preschools
 - Middle school, high schools
 - Children's groups (i.e., YMCA activity groups, children's museums, etc.), and summer camp programs.
- Become familiar with your spreadsheet & break your schools/organizations down into three basic categories.
 - Hot Prospects
 - Strong Candidates
 - Others

This exercise forces you to take the time necessary to study, organize & understand your territory *before* beginning your marketing efforts. This is also an important component in the development of your overall business plan.

Once you have your list of prospects organized, likely you will need to make some exploratory telephone calls to obtain contacts names (i.e., art teacher, administrator, PTA contact, etc.) at each school. This is where your introductory script comes into play and this is an excellent way to begin becoming familiar with your territory and the players at each of the schools.



Not sure where to start?

Begin with schools & contacts you already know!

DEVELOPING DEMOGRAPHIC DATA

Developing demographic data on your territory provides a number of important advantages:

- 1.) It will assist you in becoming familiar with your territory makeup.
- 2.) Provide a basis for developing your overall goals and business plan.
- 3.) Enable you to better focus your selling efforts.

This market data should include information on:

- Number of school districts.
- Number of schools.
- Types of schools (private, public, pre-school).
- School populations
- School district income levels (i.e., % of free/reduced lunch programs at schools)

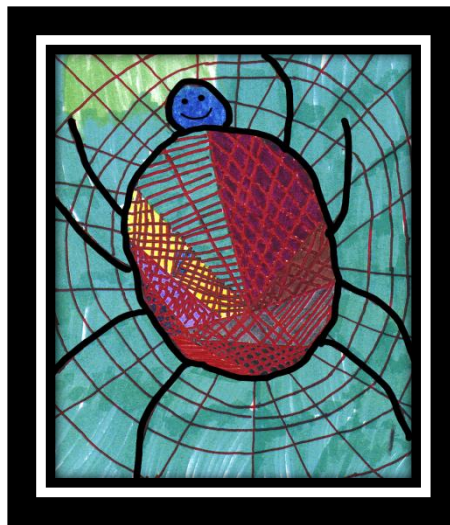


Developing a comprehensive overview of the demographic makeup of your territory enables you to better understand the market composition to focus and organize your sales efforts on schools that will produce the highest yields. **MAJOR BENEFITS**, include:

- Increased sales efficiency through a more focused sales effort.
- Higher participation & per cap yields (yielding higher commissions).
- Lower attrition (properly targeted & qualified schools are more likely to complete the program).
- More repeat business ("good fit" schools are more likely to do repeat programs year after year).

SOURCES YOU MAY WANT TO CONSIDER FOR OBTAINING THIS DATA INCLUDE:

- * www.homefair.com
- * www.privateschoolreview.com
- * www.publicschoolreview.com
- * www.schooldigger.com
- * www.greatschools.net
- * Search school district websites in your territory; contact individual **school district offices** to obtain information on contacts, vendors fairs, in-service meetings, etc.
- * **Local Yellow Pages** for day care centers and/or pre-schools.
- * **Market Data Retrieval's School Directories** - Convenient for much larger territories, each director provides detailed information on every school district, public, private and Catholic school in each state. Included is a county outline map showing concentrated student enrollment. Updated annually. Check your local library for a copy, or contact Market Data Retrieval, 16 Progress Drive, Shelton, Ct. 06484. 1-800-333-8802 or visit their Web site at: www.schooldata.com
- * **School closings and delays** can be a good resource to pull lists of local schools in your area that you normally may not know of (i.e.: nursery schools) Most local news channels now post the information on their websites



*Start with the best schools and work outward from there.
Soon you'll have a network of contacts & schools –
all bringing you the satisfaction you're after.*

