

GET SCHOOLED

5 tips to Help Ramp-up Business in the Education Market

1. Start in Your Own Backyard:

Identify distributors that have the greatest market share in schools, universities, and academic organizations. Network with the power players of these organizations and show them you've got the hottest products that students will be looking for in 2015.

2. Expand Your Prospect List:

With 300,000 end-buyers receiving *Idea Showcase*® Fall, your products will be presented to brand-new audiences including charter schools, online schools, tutoring centers, private education companies, independent nonprofit schools, vocational schools, prep academies and more. The best way to expand your audience is to show them what you've got!

3. Stay On Top of Trends:

Branded wearables are big sellers in the education market. If the apparel is appealing, distributors want to present their clients with styles and decoration suggestions that are on-trend – something that's especially true when intended end-users are students. Distributors are looking to trusted suppliers for advice – show them what's in at retail and what students are wearing.

4. Stand Out From the Pack:

Oftentimes, distributors are competing to win business from prospects in the education field. Work with your distributor to strategize a unique value proposition that will demonstrate why you and the distributor are the better choice. Determine what's special about the service you can offer and communicate how that can help the prospect achieve their particular goals.

5. Ask For Referrals:

Nothing helps business grow like good word-of-mouth. When you do a stellar job with a distributor, use that as a case study to help drum-up business.

You've got the unique products! Show distributors why they need your trendy products this year. Make sure they are in *Idea Showcase Fall!*

Consult with your Supplier Sales and Marketing Advisor today.