

Business Development Services



CELT offers a wide variety of business development services for technology:

- **Strategic Account Planning**
- **Keynote Presentations**
- **Customized Executive Briefings and Workshops**
- **Project Management Services**
- **Evaluation of Branding, Messaging, and Marketing**
- **Comprehensive Lead Generation Programs**

Economic Stimulus

**Where is the opportunity?
How can we use the Funds?**

CELT is Your Solution!

As industry leaders for nearly two decades, the Center for Educational Leadership and Technology (CELT) can provide the answers to these critical and timely questions. CELT is unlike many others and has met with countless state/federal government agencies, educational leaders, and Secretary of Education Arne Duncan. We have first-hand and field-based insight into the priorities of the major school districts and state education agencies throughout the county.

We have made it our business to understand the stages of funding deployment so we can offer your business the guidance crucial to help you survive and thrive.

We offer your organization an invaluable, executive-level program designed to inform your organization and set a plan of action using this knowledge to drive your revenues.



“Celt’s experience working as an adviser to School Districts, they offered a unique view into our business and how to best align it for success in the K12 market. Their advise was accurate and helpful and their company is a joy to work with.”

**– Steven Shapiro, president
SchoolFusion**

CELT's Business Development Services

Strategic Account Planning

CELT has over 17 years of field-based experience in strategic account planning both within our organization, and through providing assistance to other companies with their own account planning processes.

Advisory Councils

Incorporating a robust advisory council into your company not only provides advice but also assists with the development of sales leads and serve as expert references. Our extensive knowledge of the educational industry and its many specialty interest organizations help drive your organization forward.

Consortium & Partnership Development

CELT will work with you to develop relationships with educational organizations through a Consortium approach. This can serve as an effective feedback source, as well as a reference, while providing local and national recognition.

Public Relations Program

CELT can develop an awareness of your company and its products in the media, industry, and with potential customers. We create a targeted media list and editorial opportunities specific to your goals. CELT also identifies key customers and company experts to quote in editorial opportunities and speaking opportunities.

Branding Program Update

CELT can align your organization with the key publications and associations to ensure that you are branded clearly in the marketplace. Your marketing campaigns and materials will better address current educational needs and trends of the K12 industry.

Sales Presentation Review & Development

CELT staff has created hundreds of presentations for our clients and the clients of other companies over the years. Let us help you create your next sales presentation linking your products with current trends.

Grants & Funding Opportunities

CELT will create a strategy utilizing state, federal, and private funding to build knowledge within your staff and customer base. CELT can also research and design a customized webinar that shares with your prospects and clients where the money is to fund your products.

Keynote Presentations at Sales Training Events & User Group Meetings

CELT has access to numerous high-quality presenters who provide stimulating keynote presentations and featured speakers at your sales training and user group meetings.

Sales Training Workshops

Improve the effectiveness of your sales staff through training workshops that include uncovering leads in both traditional and nontraditional markets, working through the bureaucracy of the educational marketplace, identifying the real decision makers, qualifying leads, and forecasting actual sales results.

Event Planning & Management

CELT covers all aspects of the event from the logistics to the content development to the event management on-site. We are your "one source resource" for events planning and management.

Education Service Agencies (ESA)

Marketing & Sales Opportunities

CELT can introduce your products and services to the ESA market, the group of organizations across the nation that purchases 68 percent of technology resources for the educational community. Our staff develops a comprehensive and integrated sales and marketing strategy specifically designed for the ESA marketplace.

Research-based White Papers

A vendor neutral, research-based white paper is more widely received than white papers generated internally. CELT's contacts across the nation in K-16 environments uniquely position us to secure research-based white papers that customers will acknowledge and appreciate.

Benchmarking / RFP Process & Proposals

Does your staff know all the tricks, tips, and techniques when responding to an RFP to position your bid as a finalist? The CELT benchmarking process ensures that your proposal responses will consistently address client needs and criteria.

Customer Surveys, Interviews, & Focus Groups

CELT staff has conducted thousands of interviews, surveys, and focus groups in educational organizations as a component of our nationally validated technology planning process. We have perfected the process of triangulating data designed to address key research questions. We have the contacts to ensure that the decision-makers with the appropriate levels of expertise are involved in the process.

Web-Site Critique & Update

We will critique your message through the eyes of a Teacher, IT Director, School Board Member, and Superintendent. CELT expertise in the educational technology market allows us to view your web space from an objective lens and then provide recommendations to increase both the effectiveness and ROI from your web presence.

Helping you gain the competitive advantage

In business-to-business advertising, the general rules of media planning still apply, but the level of market understanding is crucial. Whether you're getting ready to promote a new product to a highly select group, or a new technical solution targeted to a segment of the IT industry, it's critical to understand how that unique audience works and consumes media.

At CELT we have a team of seasoned B2B specialists that:

- Dig deep and come up to speed quickly with an intimate understanding of your business, your customers, and your competitive environment
- Craft strategically focused, market-driven plans that interlace traditional and new media to reach your audience in both conventional and unexpected ways to rise above the clutter, and surround them with compelling messages that evoke positive reaction and response
- Build and leverage strong relationships to make your media budget go further, and deliver a demonstrable return on your investment

We strive to build B2B marketing efforts into integrated programs that focus on driving business objectives. In order for your trade media efforts to reach their maximum value, you need to incorporate what you're doing at shows, in direct mail, PR, and on your corporate web site.



Let CELT help you put your business back on track

About the Center for Educational Leadership and Technology (CELT)

For nearly two decades CELT has helped align leadership, learning, and technology in support of improved student achievement by working collaboratively with educational organizations to support and transform teaching, learning, and administrative processes. CELT is one of the largest and most comprehensive providers of research, planning, and implementation services for public/private schools, education service agencies, and departments of education. CELT's purpose is to help learning organizations attain their vision, mission, and goals by integrating high-quality programs, services, and technology with the organization's people and processes in a timely, efficient, and cost-effective way.

Visit us online at www.celtcorp.com



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