

# Center for Educational Leadership and Technology

## *Business Development Services*



### **Gain the competitive advantage through:**

- Clear Analysis of Current and Future Educational Industry Trends
- Strategic Sales Account Training and Planning Services
- Executive Briefings and Engaging Keynotes Focused on Expanding Business Opportunities

*Aligning Leadership, Learning, and Technology for Nearly Three Decades*

### Strategic Account Planning

**Challenge:** Marketing your products and services in today's rapidly changing educational industry.

**Solution:** CELT will work with your management team to:

- Pinpoint emerging trends within the industry
- Review the latest national and state reform issues
- Navigate the political landscape
- Leverage state, federal, foundation, and community funding sources with school district needs and your products and services
- Explore effective strategies for expanding the size, scope, and profitability of sales opportunities in strategic accounts

**Value:** CELT workshops provide an "insider view" on working with strategic accounts in the K-12 marketplace.

### Keynote Presentations for Sales or Customer Group Meetings

**Challenge:** Creating dynamic presentations with well-versed speakers who understand education technology from a variety of perspectives and energize sales training or user group meetings.

**Solution:** CELT has access to numerous high-quality presenters who provide stimulating keynote presentations at your sales training and user group meetings on the following topics:

- Emerging Trends in Educational Reforms and Today's Technology
- Ways to Navigate the Political Landscape and Shorten the Sales Cycle in Education
- Federal and State Accountability and Reporting Trends
- Invigorating Education Through the Use of Technology
- Balanced Scorecard, Decision Support, and Their Impact on Student Achievement

**Value:** CELT's broad experience across the education technology landscape and high-quality speakers can provide a dynamic keynote for your next corporate or customer function.

### White Papers, Case Studies, and Research Analysis

**Challenge:** Providing customers with in-depth knowledge of the education technology industry.

**Solution:** CELT can provide up-to-the-minute industry knowledge via research and written documents for use by your customers. Selected examples include:

- Strategic Sourcing of Classroom and Office Technology
- Information Organization and Sharing Using Technology
- Data-driven Decisions for Monitoring and Improving Student Achievement
- Using Information Technology to Increase Parental Involvement in Learner-Centered Educational Activities

**Value:** CELT can help you expand your position as "thought leader" to your customers.

### Customized Executive Briefings and Workshops

**Challenge:** Finding new ways to connect your sales staff with targeted account executives.

**Solution:** CELT plans, coordinates, and leads an event for your customers where the focus is on the needs of their organization. Session formats can include presentations on industry topics, breakout discussions, facilitated work groups, and implementation planning, among others.

Examples of topic areas include:

- Linking Education Reform with the Effective Use of Technology
- Implementing the Common Core State Standards for ALL Students – Successfully
- Leveraging Blended Learning Environments for Teachers and Students
- Using Technology as a Tool to Develop Curriculum, Manage Learning, and Implement Online Assessment Strategies
- Bridging the Digital Divide and Meeting Diversity Challenges
- Using Technology to Increase Parental Involvement in Education
- Maximizing Data Management, Decision Support, and the Balanced Scorecard

**Value:** CELT's executive briefings provide powerful models and insights from instructional, management, and technical perspectives. These briefings give you an opportunity to work side-by-side with customers and prospects while they explore and determine new ways of solving their information technology issues.

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### CELT Offers Business Development Services for Education Products and Services Firms including:

- Keynote Presentations for User Groups and Sales Training Meetings
- Corporate Grants to Generate Sales
- Customized Executive Briefings and Workshops for Targeted Accounts
- Project Management Services
- Effective Branding, Messaging, and Marketing
- Strategic Account Planning

### Project Management Services

**Challenge:** Ensuring that your product implementation is cost effective and efficient using Project Management tools.

**Solution:** CELT works with many companies and school districts to ensure 'best practice' implementation of Project Management Tools, including the use of Balanced Scorecard.

CELT will:

- Serve as 'Clerk of the Works' for your implementation, using state-of-the-art Project Management to ensure successful product implementation
- Be an active liaison between the district, your organization, and the project management team
- Ensure a system of checks and balances during the implementation of the project
- Create a high quality reference account to drive future sales

**Value:** The use of Project Management Tools will increase the efficiency of your post-sales activities and ensure successful implementation of the product.

### Using Grants to Generate Sales

**Challenge:** Using grant funding to increase sales of products and services.

**Solution:** Grant funding workshops for your staff and customers will create funding opportunities and good will for your company.

CELT will:

- Conduct workshops for your sales and support staff on how to use grant opportunities to help fund purchases
- Organize and offer grant funding seminars for your customers on how to write successful grants that will help fund technology projects
- Explore other areas of potential economic development and funding

**Value:** Awards of grant funds will increase the funding available to districts and result in both increased sales opportunities and revenue.

### Review and Critique Branding, Messaging, and Marketing

**Challenge:** Aligning marketing materials with educational trends.

**Solution:** CELT will provide a thorough competitive review of all marketing materials to ensure they are addressing emerging educational trends.

CELT will:

- Review and critique all marketing materials
- Recommend ways to ensure the alignment of marketing materials to new reforms and trends in education
- Conduct focus groups of practitioners to determine the potential effectiveness of marketing campaigns
- Ensure the alignment of all branding and marketing materials with corporate message and goals
- Conduct competitive analyses

**Value:** Marketing campaigns and materials will better address current educational needs and trends.

## CELT Business Development Services can help your company...

- ✓ be aware of emerging trends and priorities in the K-12 market
- ✓ conduct focus groups for new product research
- ✓ position your products and services to meet the latest state and federal initiatives
- ✓ perform an objective competitive analysis
- ✓ offer executive briefings regarding educational reforms
- ✓ provide engaging, interactive keynote presenters for sales conferences, executive briefings, and customer events
- ✓ use project management processes to help manage post-sale implementations and support
- ✓ perform case studies regarding best practices within your industry and/or use of your product by customers
- ✓ identify your company's priorities and strengths in order to focus your services and messaging for customers
- ✓ highlight grant funding opportunities
- ✓ produce white papers and analytical reports on educational issues, challenges, and initiatives



**About CELT...** For nearly three 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, mission-critical programs, services, and technology with the organization's people and processes in a timely, efficient, and cost-effective way.



Center for Educational Leadership and Technology  
65 West Boston Post Road  
Marlborough, MA 01752  
508.624.4474  
[www.celt.org](http://www.celt.org)

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