

How to Sell SIM more Effectively



International SIM Conference

July 19-21, 2006

PRESENTED BY

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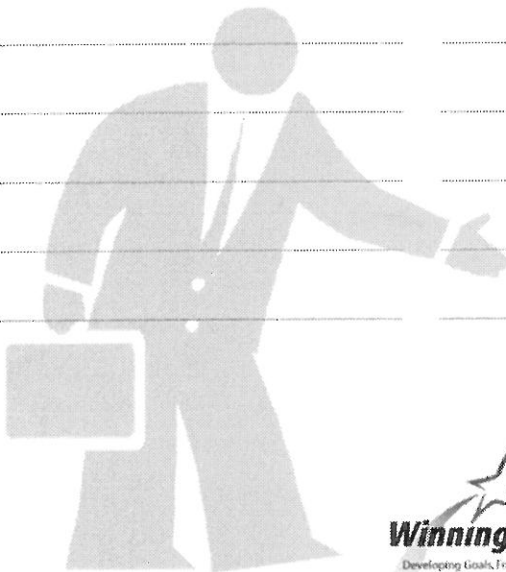
Selling Facts:

- 1.
- 2.
- 3.

Consultative Sales:

Results of SIM:

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SCHOOL REFORM

from the

Inside Out

Policy, Practice and Performance

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Richard F. Elmore
Harvard Education Press

Domains in the Practice of Large-Scale Improvement

- **Students' Knowledge and Skill** – What do students need to know and be able to do? Under what conditions will they learn it?
- **Educators' Knowledge and Skill** – What do educators need to know and be able to do to help all students succeed? Under what conditions will they learn it?
- **Incentives** – What rewards and penalties encourage large-scale improvement? Who will receive these incentives, and who decides, using what criteria?
- **Resources and Capacity** – What material supports lead large-scale improvement?

Stay in Touch Program (S.I.T.)



THE GOLD QUESTIONS — THE ANSWER TO SALES

SITUATION

- Tell me about your school.
- How are scores in (whatever area you were brought in for)?

GOAL-ORIENTED

- What is the school trying to accomplish over the next 2-3 years?
- What are the greatest challenges facing you today?
- As you look at your long-term goals, how would you evaluate your progress/effort towards achieving them?
- Are the objectives of the organization clearly articulated? Who knows about them?
- If you had unlimited financing to do anything you want with your school, what would you do?

PROBLEM

- What factors are impacting the current operation of the school?
- Where are the rough edges?
- Where are the new challenges?
- What are the critical issues your school is faced with?
- What issues consume the majority of your time?
- What plans are in place to deal with these issues?
- What are the gaps between plans and actions?
- What concerns should be addressed to keep the condition of the school and its plans in unison?
- What challenges are policy/state/federal changes presenting you?
- What frustrates you more than anything else?

**Remember to
clarify and
confirm**

REWARDS

- Why is it important for you to achieve your goals in the time frame established?
- What is the benefit of (answer to #1)?
- What are the benefits of meeting your challenges?
- How would the school win if progress towards its goals is more on target?
- Assuming you could fix _____, what would that mean to the school? To you? To the teachers? To the students? To the parents?
- What would really satisfy you? What would really make you happy?



CONSEQUENCES

- What would happen if you don't hit your targets? Or your time frame?
- What is slow progress costing you?
- What is the cost of not fixing _____?
- How does it impact your students/teachers when _____?
- What is the effect on teachers/scores when targets aren't hit?

OBSTACLES

- From where you sit, what do you see as preventing you from accomplishing your goals? What makes you say that?
- If I were to follow you around for a day, what would I see that would cause me to reach the same conclusion?
- What has kept you from overcoming these issues already?

DECISION PATH

- How are these decisions made?
- What are the decision criteria?
- Is competition involved?
- How long will this decision take?
- Who are the decision influencers?
- Is there a deal breaker?
- Has a budget been established? Are there budgetary concerns?
- What are you expecting in a proposal?

NEXT STEPS

- What do you need for us to get started working together?
- Based on what you know is there any reason you wouldn't select us?
- Are there any obstacles to us moving forward?
- Where do we go from here?
- We can help you with that. When do you want to get started?



Targeted Goal: I will earn \$ _____ by December 31, 2006.

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec

_____ Goal Amount
 - _____ Earned to date
 = _____ Must earn
 ÷ _____ Months left in year
 = _____ Monthly Earn Amount
 # of PD days needed per month: _____

New Learnings:

1. _____
2. _____
3. _____

Action Items: (Things I will take action on to do to improve my sales numbers)

1. _____
2. _____
3. _____

