

EDUCATI ONEDUC ATIONED UCATION



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howitt consulting
... building people

the massive education market

three ways of getting profitable business

Every product supplier needs public sector work in 2009 and then into 2010.

It's where the major business is to be won.

And there is no bigger market than Education, led by the £45bn 'Building Schools for the Future' programme – closely followed by both the Primary Capital Programme – with another £7billion plus £4billion in Academies.

Then, of course, there is still the traditional Local Authority capital spend at approximately £2bn per annum.

This is a Government spending priority to help shore up the construction industry and boost the economy.

So how can building product suppliers make the most of the opportunities when it is getting very competitive and there are more and more trying to secure business from the education pot?

How can you decide which is going to be the most profitable for your particular business?

40 times return on investment

Howitt Consulting have produced three ways of developing your sales strategy and sales personnel to exploit the best of these massive opportunities. Each of these can bring up to 40 times return on the training investment, and maybe even more.

For many building products companies, these are difficult times. Please don't waste your money on unprofitable training – put your training and marketing budget to good use by ensuring you can see a return from the spend.

Howitt Consulting is offering three ways of helping your company secure profitable business from the education market.

1 the education briefing

A one-day briefing that will give an overview of the Education Construction Market and answer some of the more fundamental questions about how business can be won.

The agenda would include –

- How the market sector works
- How do you select the best segment for your business?
- How are products chosen?
- What are the key drivers for choice?
- Who are the decision-makers and decision-influencers in the market?
- What is the right strategy to get business in their market?

return on investment

40 x

If you were to gain one education project per delegate (say eight delegates), with a margin of 25%, you could receive at least a 40 times return on your investment.

2 the education workshop

A two-day workshop that will not only give an overview of the Education Construction Market, but will also provide training on the successful tactics that can be used to gain product sales at a project level.

The content of the workshop would include –

- How the market sector works
- How do you select the best segment for your business?
- How are products chosen?
- What are the key drivers for choice?
- Who are the decision-makers and decision-influencers in the market?
- What is the right strategy to get business in their market?
- Adding value to the project
- Asking the right questions
- Talking the education language
- Creating the right sales propositions
- Persuading the decision-maker
- Creating and developing workable and realistic action plans

return on investment

40 x

If you were to gain two education projects, at a margin of 25%, for each sales person in a team of eight, you could receive at least a 40 times return on your investment.

3 the education programme

A six-month programme of training and business development that brings together workshops, implementation plans and assignments into real work based activities. This option can be customised to meet the specific needs of the business, teams and individuals.

The programme includes –

Three Workshops

- Market Understanding
- Sales Planning
- Business Development

Extensive implementation plans during each workshop

Six Work-based Assignments

- Market Investigation
- Sales Strategy
- Sales Planning
- Key Performance Indicators
- Project and Customer Management
- Business and Market Planning

return on investment

40 x

If you were to gain four education projects, at a margin of 25%, for each individual sales person in a team of eight, you could receive at least a 40 times return on your investment.

if you wish to talk further...

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