

education education education

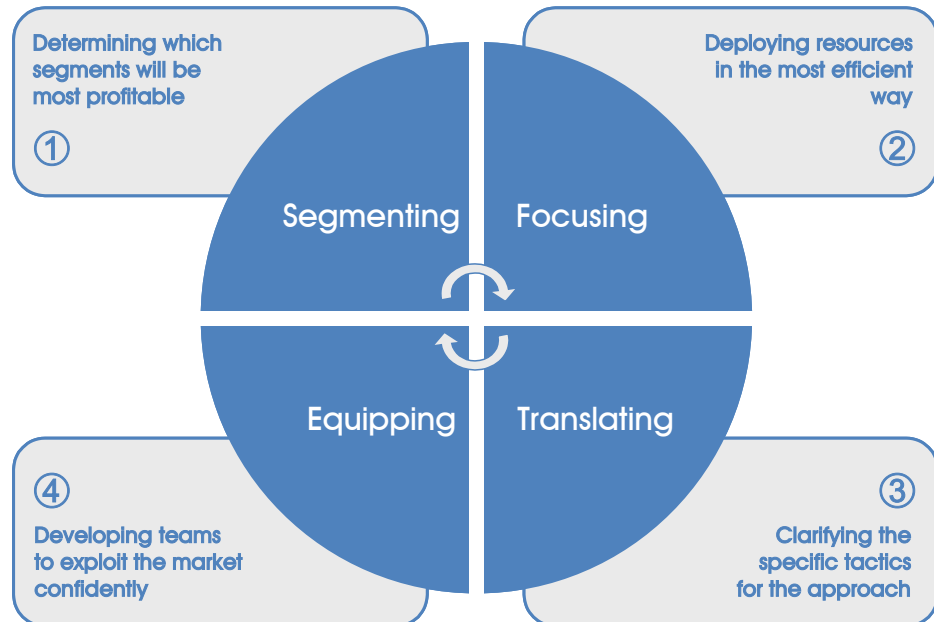
strategy briefing

Developing and
implementing
strategies and
tactics to exploit
the growing
education sector

01858 540248
mail@howittconsulting.co.uk
www.howittconsulting.co.uk

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Implementing a strategy for the education market



Developing strategies and tactics for the education sector involves four stages. The following pages provide a brief introduction to each

Developing a clear approach to the education market segments

The first stage in defining a clear strategy is market segmentation. Leaving aside universities, the education market splits into five segments:

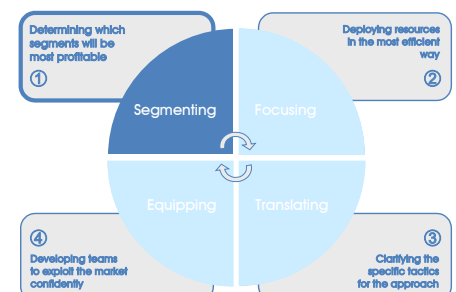
The five segments have different decision makers, different levels of spend and continuity, and different product and service requirements.

There are also considerable variations in the speed of results, the level of competitor activity and return on resource invested in each of the segments.

Education Sector segmentation				
Building Schools for the Future	Primary Capital Programme	National Framework for Academies	Learning and Skills Council	Local Authority Capital Spend

Some key questions for a segmented development strategy

1. Which segment best fits your business?
2. What is the likely return on resource invested for each segment?
3. How durable is the spend likely to be in that segment?
4. Where can you gain key competitive advantage?

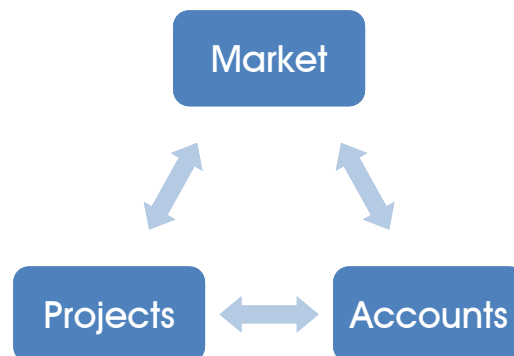


Clarifying the strategy into a market focused approach

Having defined the best education segments for your business, the next key issue is to develop the strategy into a market focus.

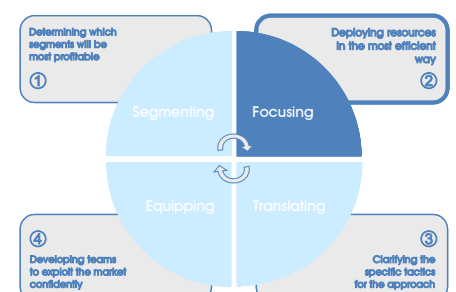
During the 'good times', which many building product suppliers have experienced for the last few years, the basic sales approach was often relationship-led and sometimes project-led. As long as you had relationships with the right people or targeted some projects, you were likely to win work. For many sales teams this continues to be their approach, even in the 'bad times'.

In the current commercial environment, market focus will become essential in order to maintain sales in 2009-10.



Some key questions for a segmented development strategy

1. Have you tested your Key Account list against the real decision-makers in your target segments?
2. How do you best deploy your team in this new environment in a market focused way?
3. How are you going to measure and manage the transition?

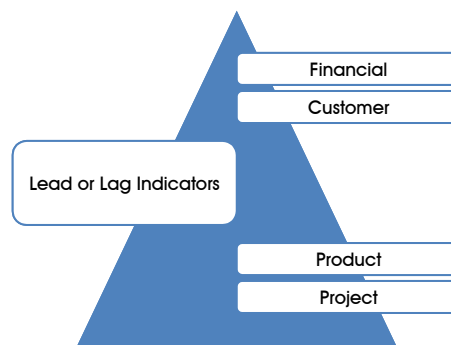


Translating strategy into tactics and deployment

It's one thing having a market focused strategy, it's quite another to deliver that by translating it into concrete and specific tactics for the Management, Sales and Marketing teams.

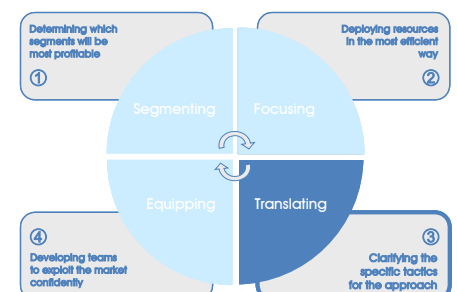
These tactics will often involve the teams in much more proactive roles, which, in reality, many of the teams are not used to. In order to manage this there will need to be a new support structure and a different set of measures.

More emphasis will need to be placed on using 'lead indicators' rather than 'lag indicators' and often more guidance and direction is required. This will, in turn, involve active management, or conflicts about the use of resources will neutralise any good positive intentions.



Some key questions for translating strategy into tactics

1. How well do your Management, Sales and Marketing teams understand the specific actions that will lead to the quickest results?
2. How well do the measures you use correlate to the needed actions?
3. How proactive are the teams?

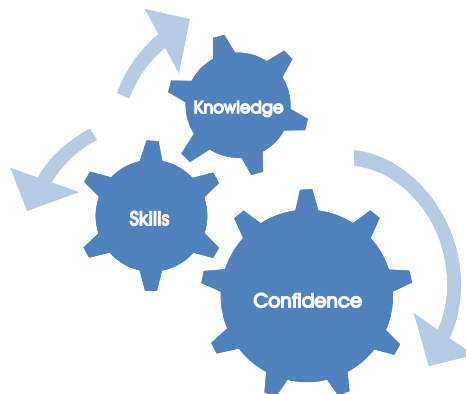


Equipping the teams to build confidence

Let's face it, the market has changed significantly, and many Management, Sales and Marketing teams need equipping to stay at the competitive edge.

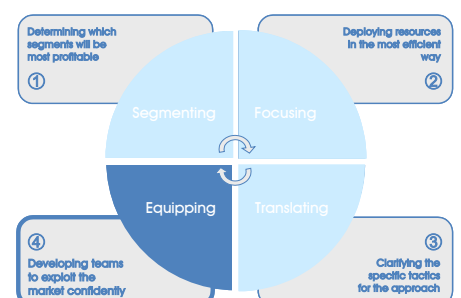
The Education market is full of jargon, nuances and complexities that require de-coding if the teams are to respond in a knowledgeable, professional and efficient way. In addition, having the best skills isn't just about benefit selling, but requires team members to behave in a more consultative way.

However, what they often really need is confidence. Lack of confidence with new sectors is one of the most decisive factors in determining success or failure. To gain this confidence the team need the right knowledge and the best skills.



Some key questions for equipping your teams

1. How well have you trained the teams on the changing markets and the education sector or are you leaving them to pick it up bit-by-bit?
2. What have you done to build their confidence in this sector?
3. How well have you equipped the team to deal with the different customer groups and requirements from the education sector?



Fast-tracking the route to success

Howitt Consulting are experts in partnering with building and M&E product suppliers to develop practical, workable strategies and tactics that will deliver results in specific market sectors.

We can fast-track your teams into this sector, helping you avoid time-consuming and potentially costly pitfalls and dead-ends, together with focusing efforts and resources in the most efficient, effective and profitable ways.

Contact us for		
Business Development An overview of how we can help you exploit this market using our business development options	Free Strategy Audit Run your next sales meeting at our training centre and we will work with you and your team to provide you with an audit of your approach to the education sector	Free Knowledge / Skills Audit A self-assessment and manager assessment tool for your team to assess their skills and knowledge of this sector

Please contact Richard Blakesley or Brian Boley at Howitt Consulting –

richard.blakesley@howittconsulting.co.uk

brian.boleyn@howittconsulting.co.uk

01858 540248

