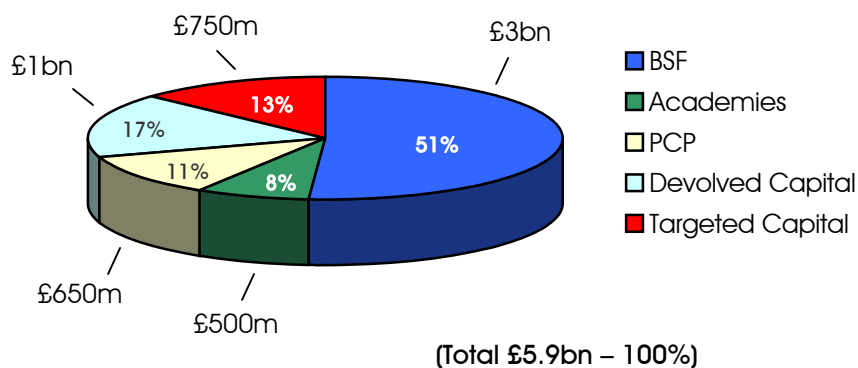




Selling to the Education Market – 29 April 2010

Developing Business-Winning Strategies

Annual Budgets (all figures approximate)



As the construction market shrinks in non-housing sectors, the education market is still moving ahead, offering major business opportunities to product suppliers:

- ▶ There are still approximately £30bn of BSF construction orders – newbuild and refurbishment – to be placed, with £2.5-£3bn of capital investment each year to 2020
- ▶ 400 new academies, worth £4bn, are planned, with approximately 50 built or on-site
- ▶ The Primary Capital Programme budget is £7bn to 2023
- ▶ The Devolved Capital Programme is worth approximately £1bn per annum
- ▶ The Targeted Capital Programme budget is about £750m per annum
- ▶ Around 40% of these sums will be spent on building and M+E products, materials and systems
- ▶ New education building is committed to reducing carbon emissions and operating overheads – which will need innovative product solutions
- ▶ Product specification now can lead to major long-term business



The Benefits of attending this Workshop

If the sales team does not understand the 'route to market', large amounts of time will be wasted – and opportunities lost.

It's about knowing the 'how', 'who', 'when', and 'why' of product selection and you seldom get more than one chance to succeed.

This event will equip sales teams to find where the major business is to be won *in their sales areas* and how to develop individual strategies for success.

Who should attend?

Sales and marketing teams who can impact on overall business success need to understand the BSF, Academies, PCP and other programmes. This includes:

- External and Internal Sales Teams
- Marketing Managers and Departments
- Key Account and Business Development Managers

Programme Summary

Selling to the Education Market

- How the Education Market Works
 - BSF, Academies, PCP, LSC, Local Authority Capital Spend, Devolved and Targeted Capital Programmes – what each means and what they do
- How to Select the Best Segment for your Business
 - Where are the best business opportunities for your products in the market?
- How Products are Selected
 - Key drivers for product selection as environmental and sustainability issues accelerate – it's more than just price!
- Finding the Main Decision-Makers and Influencers
 - Local Authority, Designers, Contractors – who you need to meet – and when
- Developing a Business-Winning Strategy for the Education Market
 - Major orders are being placed NOW. How to develop a long-term success plan for *your* sales area

Date	Thursday 29 April 2010	
Timings	1000 – 1600	
Location	Market Harborough, Leicestershire	
Costs per person	1 reservation	£345.00 + VAT
	2 – 3 reservations	£315.00 + VAT
	4+ reservations	£270.00 + VAT