

# Industry Training

Equip you & your sales team to reach more schools

Choose from one or multiple of the engaging 1-hour presentations below from people who have real success stories from working and selling to schools - one of the toughest markets to open.



## 1 Getting 'schooled' on schools (21 July 14:30)

An overview of the school market that includes a panel discussion with a school head, bursar, IT manager and a teacher. Also, hear first hand from some of the biggest school organizations

## 2 Getting through the gatekeeper. Selling 101 (21 July 15:30)

Anyone who has ever tried to sell to schools knows them - the dreaded gatekeeper! This session will give you practical sales tips and tricks on how to get through the gatekeeper. Two different schools' sales managers will share their stories

## 3 Getting a school to call you (22 July 13:00)

It's impossible to get a school to call you. Maybe not? This session is all about how you can build sales pipelines. From marketing messages to social media posts and using conferences, each of our speakers will share their experience of how to get a school to call you

## 4 Why your tech needs to play nicely with others (22 July 14:00)

With more and more tech in schools, it's critical that systems talk to each other. Hear from two of the biggest players pulling tech together to see first-hand how tech can work together

## 5 Selling internationally (22 July 09:30)

Looking to grow your brand beyond South Africa? Local and international companies will share their stories of opening up new territories

Added Value:  
**Individual  
matchmaking service**

To build connections,  
we will connect you  
with other attendees  
where there could be  
partnership value

Cost: R1750  
per Attendee