

**Focusing On K-12 Public Schools Is Like Taking An Open Book Test! – for sales leadership – September 2019**

**Not for Distribution Outside of Ingersoll Rand**

**To: Sales Leader, Retail Operations Leaders, and Account Managers CC: District General Managers**

**Do you remember how great open book tests were?** Well, when you focus on K-12 customers you have the answers to the test ahead of time! Since K-12 schools are government agencies information on their key decision makers, purchases and bid history are available to the public for FREE!

**Key Messages**

**What’s Happening?**

* K-12 schools are government agencies and therefore the information AMs need to make key strategic decisions are available online and by using Trane’s tools.
* **Key decision makers** (facility directors, procurement directors, etc) contact info is available on the school districts public website.
* These key decisions makers info is also available using tools available to Trane employees – [Omnia Partners](https://omniaconnect.omniapartners.com/) and GovSpend.com.
* Previously won and upcoming bids are available on the school districts procurement website- just google your target “school district, state and procurement”.
* Ex. Google: “Atlanta Public Schools, Georgia, Procurement” and the first 2 links show the procurement contacts and previously awarded bids/when the contract is up so you know when to be ready next.



**Why is this important for me and my team?**

* If you have the **answers ahead of time** and know the **decision makers**, **what** **products** they buy, **when** they buy them and **where** they are located you are armed with enough information to create a **strategic account plan** before meeting with your customer/prospect.
* Next is personally talking and building a relationship with them to better understanding of their business
* “Where do they buy xyz product…”. “Why do they buy it there?...” “What’s most important to you?”
* “How do you like to purchase... – with someone you have a business relationship, bids, blanket POs, do you expect delivery, etc?”
* Overall, schools do business with suppliers they have a good relationship. Their buying cycle is a little slower than conventional customers, it takes time to build those relationships and trust; so **start today**!

**Action Needed:**

1. Target at least 3 schools and make a plan of attack by researching them on their school district’s website, sign up to be a registered bid vendor and completing a **[K-12 Account Plan](https://urldefense.proofpoint.com/v2/url?u=http-3A__links.mkt4069.com_ctt-3Fkn-3D3-26ms-3DMjE3NzU4ODkS1-26r-3DNDE4MDM4NzA2NTQ2S0-26b-3D0-26j-3DMTU0MDYzMzEyOAS2-26mt-3D1-26rt-3D0&d=DwMCaQ&c=RqOSY-j6o2m72bl3g1aM9A&r=JnyePqb7_0XFZYRAIQW528a4O07d7gMZi7SHFLxsX3A&m=J9gC54b6F138lfxOXWAqhikJ-uRfQUhLryF_SoN4xx0&s=kEE6MSQpKemDQtR5IpXPbytbqD8b3joPKkHOvUPyov0&e=)** (blank template attached)
	1. **Pro tip**: K-12 assigned accounts **with** an account plan are **+10%** YoY vs K-12 assigned accounts with **no** account plan are -**3.5%** YoY
2. **Analyze** your K-12 customers in the [**K-12 July mix report**](https://home.ingerrand.com/%3Ax%3A/r/sites/hpp/marketing/lpad/Documents/K-12%20education%20segment/Data/MixreportV2_K-12%20only_072019.xlsx?d=w81aad583f140422abb334406145055d5&csf=1)(attached)
3. **Read** the updated **[K-12 playbook](https://urldefense.proofpoint.com/v2/url?u=http-3A__links.mkt4069.com_ctt-3Fkn-3D6-26ms-3DMjE3NzU4ODkS1-26r-3DNDE4MDM4NzA2NTQ2S0-26b-3D0-26j-3DMTU0MDYzMzEyOAS2-26mt-3D1-26rt-3D0&d=DwMCaQ&c=RqOSY-j6o2m72bl3g1aM9A&r=JnyePqb7_0XFZYRAIQW528a4O07d7gMZi7SHFLxsX3A&m=J9gC54b6F138lfxOXWAqhikJ-uRfQUhLryF_SoN4xx0&s=1QyiZnWJGJysYU0GUeMLd_ZrtUxj9m2dxATyHBG0lHM&e=)**(attached) to understand the tools at your disposal

**Additional Resources / Contact:**

[3 K-12 podcasts (link)](https://urldefense.proofpoint.com/v2/url?u=http-3A__links.mkt4069.com_ctt-3Fkn-3D2-26ms-3DMjE3NzU4ODkS1-26r-3DNDE4MDM4NzA2NTQ2S0-26b-3D0-26j-3DMTU0MDYzMzEyOAS2-26mt-3D1-26rt-3D0&d=DwMCaQ&c=RqOSY-j6o2m72bl3g1aM9A&r=JnyePqb7_0XFZYRAIQW528a4O07d7gMZi7SHFLxsX3A&m=J9gC54b6F138lfxOXWAqhikJ-uRfQUhLryF_SoN4xx0&s=p0vtl4IDzeZRLkRmciCeEOWZuvhuCIBuXYfII6nBdGg&e=) are available to help you be successful with this vertical market:

1. K-12 playbook overview guide - 3 minutes
2. Learn how to close incremental K-12 business with bids (featuring Aaron Francis, sales leader)- 6 minutes
3. Use your whole TEAM to win with big school districts (featuring JD McGuirt, K-12 account manager) – 17 minutes

**Questions and Answers:**

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| **Where can I find more information on K-12 customers?** | The [K-12 playbook](https://urldefense.proofpoint.com/v2/url?u=http-3A__links.mkt4069.com_ctt-3Fkn-3D6-26ms-3DMjE3NzU4ODkS1-26r-3DNDE4MDM4NzA2NTQ2S0-26b-3D0-26j-3DMTU0MDYzMzEyOAS2-26mt-3D1-26rt-3D0&d=DwMCaQ&c=RqOSY-j6o2m72bl3g1aM9A&r=JnyePqb7_0XFZYRAIQW528a4O07d7gMZi7SHFLxsX3A&m=J9gC54b6F138lfxOXWAqhikJ-uRfQUhLryF_SoN4xx0&s=1QyiZnWJGJysYU0GUeMLd_ZrtUxj9m2dxATyHBG0lHM&e=) is the first step in your journey. It identifies the tools/programs, key decision makers and questions to ask to be successful with this vertical market. |
| **Where can I find K-12 quick win success stories?** | On the [podcasts](https://urldefense.proofpoint.com/v2/url?u=http-3A__links.mkt4069.com_ctt-3Fkn-3D2-26ms-3DMjE3NzU4ODkS1-26r-3DNDE4MDM4NzA2NTQ2S0-26b-3D0-26j-3DMTU0MDYzMzEyOAS2-26mt-3D1-26rt-3D0&d=DwMCaQ&c=RqOSY-j6o2m72bl3g1aM9A&r=JnyePqb7_0XFZYRAIQW528a4O07d7gMZi7SHFLxsX3A&m=J9gC54b6F138lfxOXWAqhikJ-uRfQUhLryF_SoN4xx0&s=p0vtl4IDzeZRLkRmciCeEOWZuvhuCIBuXYfII6nBdGg&e=) or this [quick wins folder](https://home.ingerrand.com/sites/hpp/marketing/lpad/Pages/default.aspx?RootFolder=%2Fsites%2Fhpp%2Fmarketing%2Flpad%2FDocuments%2FK%2D12%20education%20segment%2FQuick%20win%20success%20stories&FolderCTID=0x01200098817C00E1919043BF7904E62FA5AD73&View=%7BD09380E4%2D5D09%2D410D%2D9426%2D171263E5757D%7D) |
| **How do I sign into Omnia Partners?** | [https://omniaconnect.omniapartners.com/](https://urldefense.proofpoint.com/v2/url?u=https-3A__omniaconnect.omniapartners.com_&d=DwMFAw&c=RqOSY-j6o2m72bl3g1aM9A&r=iUv0xiayB1q601rpe5UdWF-Fr89euE_bMAit9YSfHQk&m=jWB4_LOclyfxrHFdRbMDYHlMLbjWvbXayC-xWMmT9H8&s=KQMHdgeRsIfrIC1WlHl5hqoSx9OaNARAun_HREGn3NA&e=)User name: TraneCOOP@irco.comPassword: Trane001 |
| **Is there training on Omnia Partners available?** | Omnia Partners training: 30 min training, also broken down into bite size pieces 🡪 [link](https://home.ingerrand.com/sites/hpp/marketing/lpad/Pages/default.aspx?RootFolder=%2Fsites%2Fhpp%2Fmarketing%2Flpad%2FDocuments%2FK%2D12%20education%20segment%2FOmnia%20Partners%20%28formerly%20US%20Communities%29&FolderCTID=0x01200098817C00E1919043BF7904E62FA5AD73&View=%7BD09380E4%2D5D09%2D410D%2D9426%2D171263E5757D%7D) |
| **How do I use Govspend?** | Reach out to christoph.vonimhof@irco.com to get signed up for a personalized territory “playlist” |
| **I have more questions on K-12 customers?** | Contact christoph.vonimhof@irco.com  |