



Congratulations to the Top Three *Year to Date* Sales Teams!

Remember, top teams are based on % achieved over quota.

- #1 Destination Knowledge
- #2 Educational Material Specialists
- #3 WG Hawaii



Month to Date Leaders!

- #1 a Tie!
Educational Material Specialists & PrimeTime

#3 Educational Learning Systems

ATTENTION! MAY WEBINAR SCHEDULED!

A web session is being offered on **May 17th at 9:00 PST for full RAPS 360 Certification**. This session may take close to 2 hours.

At this time, we are asking that **only trainers** interested in taking the certification test participate.

This session is limited to only 8 trainers.
To register, please contact:
lisa@mindplay.com

Seminars: The Bottom Line

By Kristine Marsh
Destination Knowledge

Think you can't afford to do seminars? Or that you can't get enough people there to make it pay off? Think again! The mere act of inviting hundreds of people to your seminar is marketing. People see your company name and your product offerings even if they are not able to, or are not interested in, attending. Regardless of the number of people who actually show up to your event, it will pay off! And for those who do attend, they came because they have a need and they are ripe for hearing what you have to offer.

Having a coach work with you at the district office is ideal. This person can give you a recommendation as to a date and location. If so, USE IT! Even if the location isn't as nice as you would hope, you'll get the best attendance there. Otherwise, choose somewhere central that will not charge guests for parking, has free wireless, and is in your price range. (Breakfast should run \$13 - \$19/person.)

The most important part is inviting people! You need to snail mail, email, fax, and call your prospective guests. (I've only had 2 complaints about faxing out of thousands--I started giving each of them a ream of paper.) Now one of them is my customer! Be sure to send reminders out the day before, too. People get busy and forget.

If you are breaking into a new territory, do not get discouraged if the turnout is low. **Look how many people got your marketed message!** Some will have asked for more information and some will have even asked for a meeting if they are unable to attend. And, if you are tracking your sales based on where the leads come from (as I do) be sure to allocate that sale to that seminar even if they did not attend. That opportunity came from marketing the seminar. NEVER cancel a seminar due to low attendance.



You do not want to send a notice to all those people that basically tells them that “we are canceling because no one wanted to come to our party.” If you only get a couple RSVPs, set it for 7 and tell your guests the rest of them must’ve gotten called to another meeting. Just make the seminar GOOD so those who DO attend go back and tell their friends that they should have gone. Every seminar you give gets better each time!

To make it GOOD, be PREPARED! Test all of your equipment. Make absolutely sure it is clear what the hotel is providing and what you must have (extension cords, power strips, projection screen, etc.) Keep the seminar under 2 hours and do not go over.

Use “More Information Forms” to collect everyone’s name, title, contact information, and areas of interest. Use these forms as a door prize for a free single student license of MRC (\$30 from MindPlay).

Then let the fun begin with follow up! Keep in mind, you **must** follow up *immediately*. **They are excited while they are at your event. But by the end of the day, their school activities make your event just a memory...weeks later, it’s a far *distant* memory.**

Seminars have been our main source of new leads above all else. My lowest attended seminar was for 1 person. It so happened, she was the Principal of a Title I high school looking for intervention reading, which led to a \$50,000 proposal to close in July. In addition, she told the other two Title I high schools in the district that she is using MindPlay and they are also planning on purchasing it. The cost of the seminar was \$500 for invitations, stamps and the event itself. Not a bad ROI!

It truly comes down to this:

Can you really afford NOT to do seminars?

How else will you get in the door?

Sell On!

Making your Tech Support Calls Easier

By Shawn Christopher

Tech support is there to help you. Here are a few tips to help make getting World Class Support as seamlessly as possible.

- Know the product. If you're uncertain of a technical related question, **CALL!** **If you are in a training session or meeting, collect your technical/usage questions in an off time (break or lunch) and offer to come back with answers later.** An answer may not be as simple (or as elegant) as you'd like to convey to your audience **RIGHT THEN.**
- Talk with the IT/Tech department before the sale is made. Often, teachers aren't familiar with their school's IT policies or assets. If you talk to the IT/Tech department first, items like servers, network configuration, and other items can make your sale easier and the installation simpler for the customer.
- When in doubt, use the Knowledge Base, email, or call. Emails can be returned with more information and you can refer to it later. Calls will get you an immediate response. Our knowledge base is located at <http://www.mindplay.com/knowledgebase> and you can share that with your clients.
- Telling us the error is better than giving us a symptom. The issue you **THINK** is happening may not be what's actually happening. **An error message is directly related to a cause. A symptom is a "guess" or a result of multiple causes.** Concise steps to reproduce (STRs) are almost essential to resolving most technical issues.