



# SELLING TO SCHOOLS TRAINING DAY

19th January 2023

# PROGRAMME

**10.30 - Welcome and introductions**

**10.45 - Understanding your product**

Kirsty Collinson, Director, TrainingToolz

**11.45 - Recruiting great salespeople**

Jae Jackson-Loveridge, Recruitment Director, Fixed-Fee Placements

**12.30 - Lunch time**

**1.00 - Measure (and incentivising) what matters - a master class for sales managers**

Steve Whitley, Founder, EdTech Consulting

**2.00 - Remote selling - from telephone to Teams**

Suzanne Keys, Senior Account Manager, The Education Company

**2.50 - The sales toolkit - the gifts and tools you MUST give your salespeople**

Andrew Mulholland, Partner & Co-Founder, The Wisdom Partnership

**3.45 - Six psychology models every salesperson must know - and how you can teach them**

Chris Norris, Head of Marketing Services, The Education Company

**4.30 - Closing remarks**

## CHAIR



### **Jason Gould**

Co-founder of the Education Company, an organisation that has been supporting education suppliers for over 30 years. Jason and his team have worked with BESA to design the Selling to Schools event. The Education Company provides data management, marketing, CRM and website solutions for many of the UK's leading education suppliers. They have been supporting BESA members for over 30 years and have worked with BESA on many high-profile insight projects and training events.

## SPEAKERS



### **Andrew Mulholland**

Andrew is an award-winning marketer who has delivered brand, content and lead generation campaigns for businesses owned by the likes of Lord Sugar, Sir Richard Branson and Bob Geldof.

He was drawn to education marketing during the advent of the National Grid for Learning. Two decades on, Andrew has led global sales and marketing teams, helped scale an EdTech organisation to exit as its Chief Marketing Officer and been a board level director for a group of educational software businesses.

Andrew is passionate about the fundamentals of good marketing: data analysis; customer focus; continual improvement; sales and marketing alignment; and cut-through content.



### **Chris Norris**

Chris runs the marketing services team at the Education Company. His team run campaigns to schools for over 100 education brands annually. Chris has worked in the sector for nearly 15 years and supports some of the biggest names in the education space.



### **Jae Jackson-Loveridge**

Jae is the Co-Founder of Fixed-Fee Placements, a forward-thinking recruitment company that helps exciting and progressive businesses employ outstanding talent. Jae is also the author of The Little Black Book of Recruitment, an easy-to-read handbook that gives you everything you need for a successful recruitment campaign.

### **Kirsty Collinson**

Kirsty has launched successful products and services into the publishing and digital sectors for nearly three decades. Innovative and forward thinking, she has won Entrepreneur of the Year awards, including the prestigious Ernst & Young title, written business columns for the national and business press, judged business competitors and even hosted a 'Being the Boss' TV series on women entrepreneurs.



Kirsty is currently co-founder of TrainingToolz, a company that provides online training tech for schools and tech services and consultancy for organisations who want to deliver content.

Kirsty very much enjoys mentoring other entrepreneurs and running innovation workshops, and in her spare time can be found penning novels and competing in orienteering with her Dales ponies.

<https://www.linkedin.com/in/kirstycollinson/>

### **Steve Whitley**

Steve has spent almost 40 years working in EdTech. Initially spending 9 years working within a local education authority, before moving onto commercial organisations selling products into the education sector.



For 26 years, he managed worldwide sales, marketing, and development teams within a vibrant EdTech company, that designs, manufactures & supplies products that enhance the STEM education of K-12 students, all over the world.

Steve is the founder of EdTech Consulting, offering a range of services, including: UK & International sales & marketing strategies, Mentoring for senior leaders, Company-wide CPD packages and project management; to both start-up and long-established Educational supply companies.

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### **Suzanne Keys**

Sales and Customer Success Director at the Education Company  
Suzanne has worked in a number of roles in the education supply sector, selling a range of solutions directly into schools and multi academy trusts. She now leads the sales and customer success team at the Education Company, supporting education suppliers with data management, marketing, CRM and web solutions.



"We find that the more we work with BESA the more we get out. I particularly enjoy the networking events, as this gives me a chance to talk to a number of colleagues in the same industry. The research reports are second-to-none, and the lobbying work that BESA do on behalf of members is influential and makes a practical difference to government policy."

**Scholastic**

"As a trade organisation, BESA is at the forefront of understanding and supporting its members' needs, whether that is through offering training and advice through a varied range of seminars and events; as a rich information source, keeping ever close to the market and sharing valuable research around funding and the changing school landscape; or importantly in these times, as an influencer, lobbying and negotiating with government on the issues that matter to the organisations it works with."

**Oxford University Press**

"BESA membership gives us instant external credibility as a company who've passed the entry criteria and accepted the Code Of Conduct, which is especially important as disruptor brand in international markets."

**Learning Ladders**

"BESA is the home for all educational suppliers, small or big. Being an authorised BESA member is a well earned qualification for business ethic and quality of service in the education sector. Not only the association provides bespoke CPD opportunities for members, but also leads us through rough waters when the market and economical climate are volatile. I think it's safe, as an educational supplier, to follow BESA and Caroline's leadership as our North Star."

**Plum Innovations**