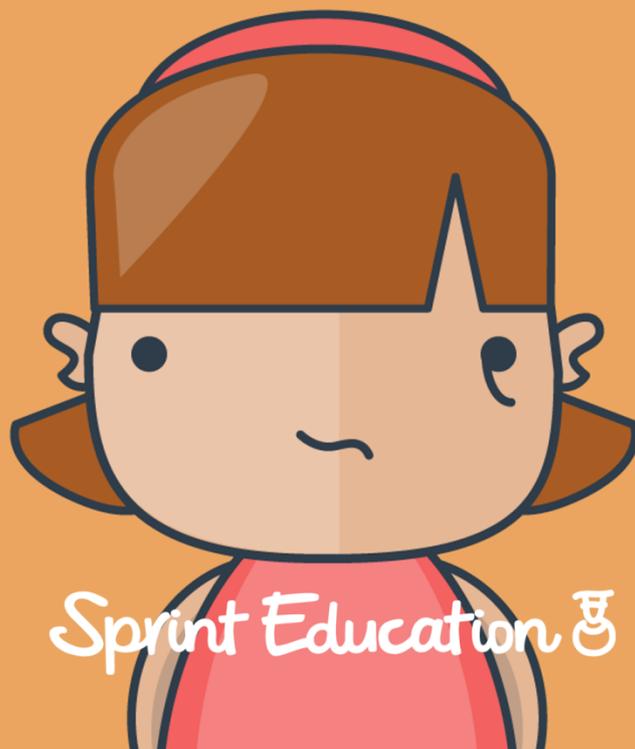


THE 5 TEACHER PERSONALITIES

DEVELOPED TO BLOCK YOUR MARKETING
& THE 5 WAYS TO DEFEAT THEM!



Sprint Education...

Is an award-winning digital agency that has pioneered digital and inbound marketing to the UK education sector since 2007.

We create over 48 million teacher connections for our clients every year through delightful digital marketing plans and our education marketing software (Campus); attracting teachers, school staff, and educational establishments to our clients' brands.

This whitepaper was created by Kelly.

"I'm Kelly, Head of Client Happiness at Sprint Education. Understanding different clients' personalities, building relationships with them, and solving their problems in a painless timely manner is my forte. That coupled with my experience in managing education marketing campaigns to teachers and school staff means I can help you understand your target audience better and win them over. That is exactly what this report is focused on helping you to achieve!"



Kelly Wright
Head of Client Happiness - Sprint Education
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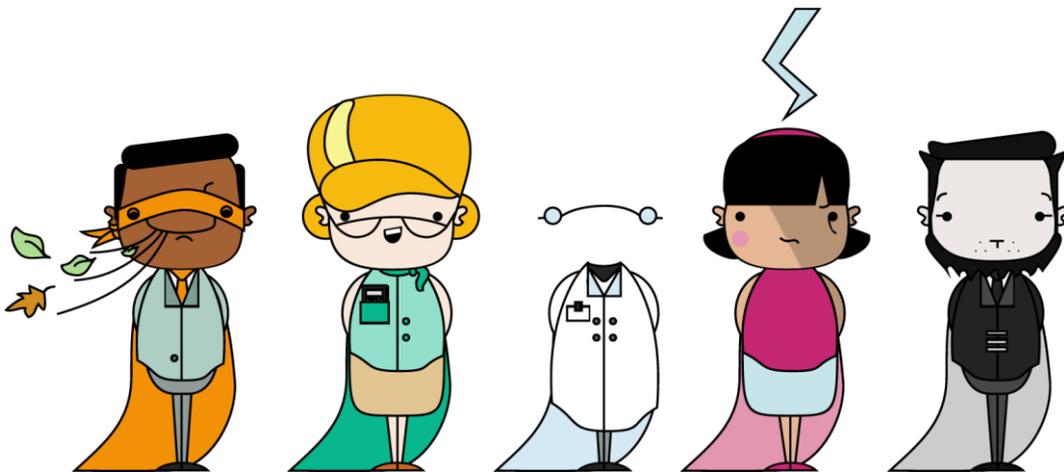


The story so far...

Superhero teachers

Once upon a time, in a land not so far away, teachers were just ordinary folk like you and me. Sure, they occasionally received some marketing through the post; but what little there was, they were happy to treat with an open mind.

Then one day, the King of the land hooked them up to the World Wide Web and everything changed forever. Soon, they began receiving so much marketing that they had to develop ways of separating the good from the bad.



And that's when it happened. In order to protect their schools from unscrupulous salespeople, these teachers began to develop super-human powers and a new race of teaching superheroes was born.

Fast-forward to today, and a mysterious virus has swept the land

This virus has led to the superheroes' special powers becoming corrupted, and instead of purely being used against the forces of evil, they are now being mistakenly targeted on all manner of sellers to schools, including you – the lovable marketer.

To succeed in this new landscape you will need to be able to recognise these malfunctioning superheroes and prescribe them the correct medicines in order to nurse them back to health and prove to them that you are a force of good for their school.

Ladies and gentleman, I present to you the superhero teachers...

P.T.O

Mr Sniff

Superpower

Mr Sniff uses his extraordinarily heightened sense to sniff out unscrupulous salespeople that are out to hoodwink his school.

Effect of virus

Unfortunately the virus has meant that Mr Sniff's super-sense is misfiring badly and he now senses danger everywhere! When enquiring about your product/service he will appear suspicious and untrusting towards your offering, for fear of having the wool pulled over his eyes.



How to diagnose

Mr Sniff's suspicious nature will manifest itself in a stream of probing questions where he will want you to provide hard evidence to back up your claims. If you fail to provide him with the requisite information he will assume that his suspicions have been

confirmed and the virus will take an even stronger hold. He will however end up going ahead with an order, but likely with one of your competitors that managed to satisfy his barrage of trivial questions and quizzes.

The perfect potion to cure him

1. Quote facts and stats – quantitative data works best.
2. Direct him to the case studies page of your website.
3. Send him eBooks/resources that demonstrate your expertise.

In the most serious cases

Mr Sniff will sometimes seek guarantees of performance. If these cannot be provided, invite him for a face-to-face meeting. He'll almost certainly decline but it will show him you've got nothing to hide.

Mrs Calculus

Superpower

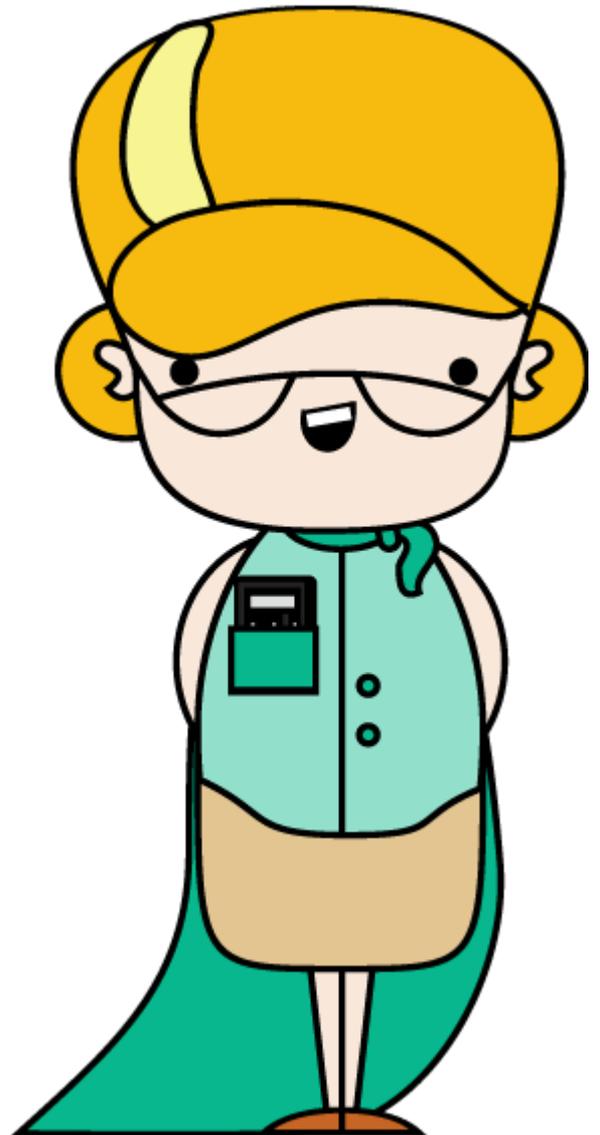
Her brain works like a super-computer and she likes to take on-board masses of information before running the various options through her microprocessor mind in order to calculate the correct solution for her school.

Effect of virus

The wiring in Mrs Calculus's brain has short circuited and now she is unable to select the correct option. Instead she just keeps requesting you provide her with more and more quotes without ever committing to go ahead with any one of them.

How to diagnose

Mrs Calculus will request lots of different versions of quotes/information, come back with lots of questions and appear interested, but won't actually commit. She can end



up consuming a lot of time from your day and, by complying with all her demands, it is likely that the result will be a fatal case of analysis-paralysis.

The perfect potion to cure her

1. Diagnose early and drill down exactly what she wants.
2. Leave a delay before replying to her emails so you can avoid being sucked into a hypnotic table-tennis style rally of correspondence.
3. Don't be afraid to use your expertise to tell her what is best for her.

In the most serious cases

Pick up the phone. Email, by its very nature, fosters a back-and-forth dynamic where she can keep asking more and more questions. Snap her out of this trance-like state by phoning her to deal with her questions quickly, efficiently and in one swift hit.

Dr Invisible

Superpower

Head of the Chemistry department, Dr Invisible has concocted a potion that means he can vanish into thin air in order to help his school dodge the attention of sinister sales forces.

Effect of virus

The virus has resulted in Dr Invisible losing control of his disappearing powers and he has now developed a nasty habit of vanishing at the most inopportune moments. His claustrophobic nature means that he is most likely to disappear when he feels backed into a corner by being asked to commit to something.



How to diagnose

Dr Invisible is ironically fairly simple to spot; he will appear unreliable and slippery from the start. He will often commission work without confirming anything in writing,

preferring instead to agree things over the phone so he can leave himself enough wiggle room to vanish into the ether when things get too hot.

The perfect potion to cure him

1. Lock him down by getting him to confirm everything in writing.
2. Highlight terms and conditions clearly before sending an order confirmation.
3. Be careful not to undertake any work until steps 1 and 2 have been taken.

In the most serious cases

Dr Invisible is usually quite bullish when enquiring so is a cracking opportunity for an up-sell. A higher priced order will also mean that he is less likely to disappear, or treat your services casually, as more of his department's money is at stake.

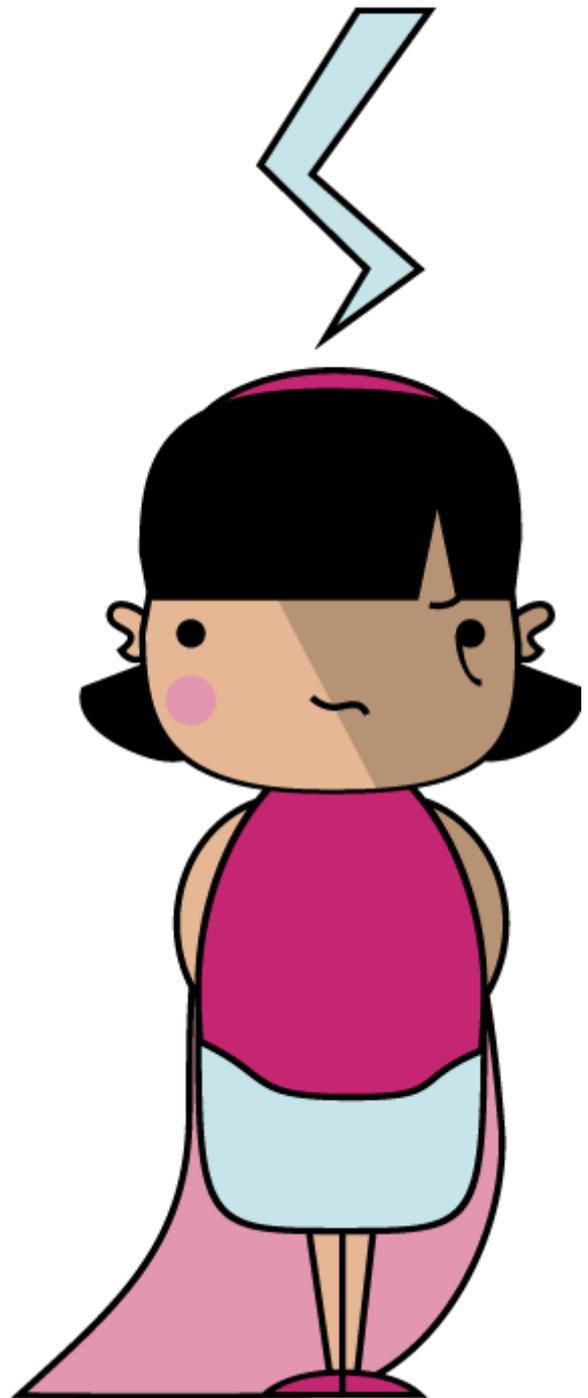
Miss Jekyll- Hyde

Superpower

Mrs Jekyll-Hyde is what's commonly known as a shape shifter; which means she can flit between multiple personalities in order to put unsavoury sales people into a confused and disoriented head-spin!

Effect of virus

Unfortunately the virus has meant that one of Miss Jekyll-Hyde's personalities (the angry one) has become more dominant than the others. And the trouble for you is that it keeps bubbling to the surface whenever the slightest thing goes wrong!



How to diagnose

Mrs Jekyll-Hyde is notoriously hard to diagnose in the early stages as she will appear so nice and friendly. The first sign of who you are dealing with will be when she becomes very angry, very quickly, when the tiniest thing goes wrong.

The perfect potion to cure her

1. Disarm her with charm and make her feel super-important.
2. Reassure her that everything possible will be done to fix/resolve her issues.
3. Pass her to a customer service manager or director. It will make her feel important and they are specially trained to treat these dangerous cases.

In the most serious cases

It's not uncommon for Mrs Jekyll-Hyde to vent her anger by posting on your social media accounts. Oh the horror! Don't panic; construct a nicely measured public response that will let your customers know that your company is standing by to help. Solve the issue publicly to beat her at her own game!

Mr Purrfect

Superpower

Mr Purrfect always had an eye for detail, but that innate quality has been honed into an x-ray like ability to detect even the most microscopic inadequacies in a company's sales pitch.

Effect of virus

Mr Purrfect's heightened eye for detail has now mutated and been replaced by a paranoid control-freak streak. Now he sees mistakes everywhere and is terrified of letting any project out of his sight for fear that you will take his money and leave him with a shoddy product.

How to diagnose

Mr Purrfect is at his most controlling during the implementation stage, so ensure you spot him before this so that you can prepare the relevant members of your team. By



taking the relevant steps it is possible to keep the virus completely in check, but if he does spot imperfections things can quickly spiral out of control!

The perfect potion to cure him

1. He loves reading – send him free eBooks that reassure him of your expertise.
2. If your product/services require sign off, give him the opportunity to sign-off in mini stages so he feels in control.
3. Double-check all work personally before it is passed over at completion.

In the most serious cases

If things do get out of control, Mr Purrfect will often try to wrestle complete control of the project from you. In these cases all you can do is reiterate that you would strongly advise against ignoring your expert advice and try to make the best of it.

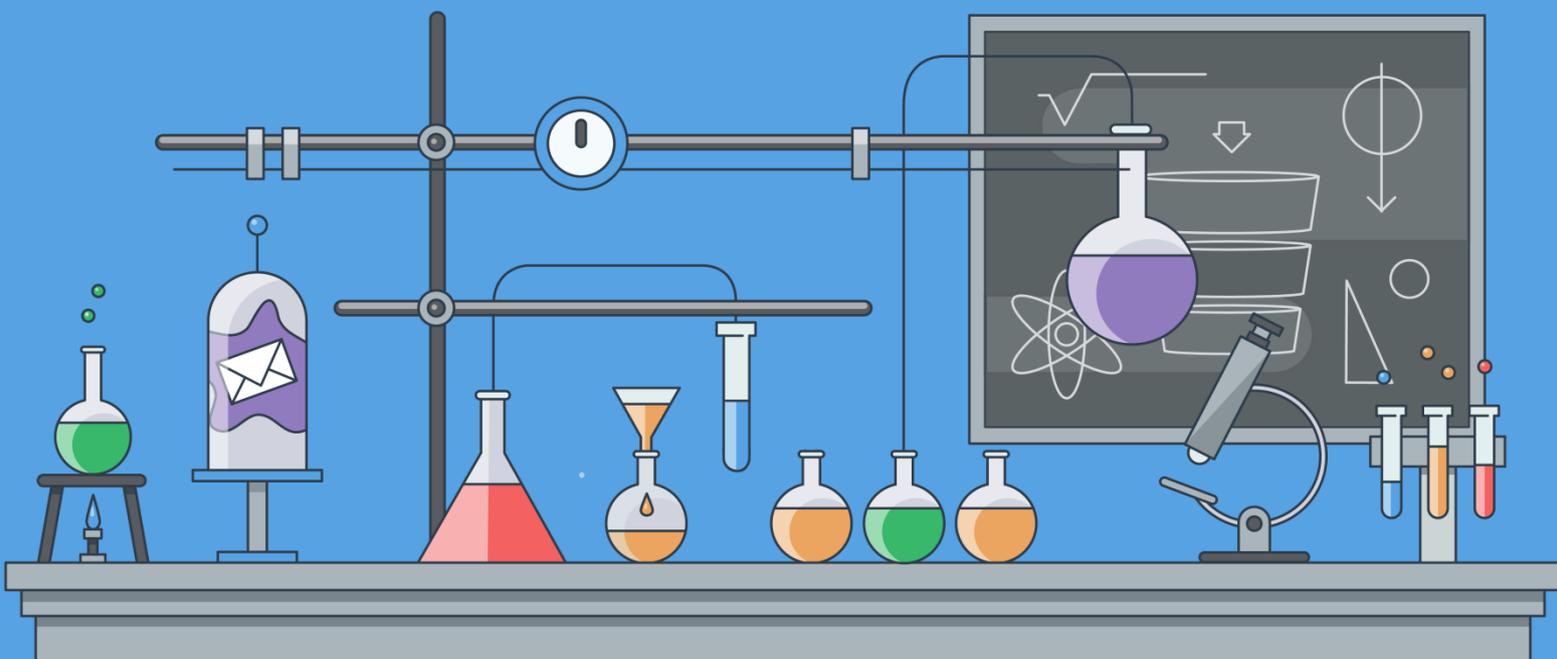
Customer service has never been more... dangerous!

This malfunctioning band of highly evolved superhero teachers has the power to drain a lot of your time and energy unless you act quickly to administer the correct potions.

But be not afraid; our team of research scientists are working day and night to produce bottomless stocks of selling to schools serums that will help you cure teachers of their marketing maladies!

You can get your hands on these magic potions over at Sprint Labs; an ever expanding laboratory of free marketing to schools eBooks, infographics, blogs and videos.

Visit: www.sprint-education.co.uk/sprint_labs



What Next?

If you have any questions about how you can ensure you can keep your stockpile of marketing medicines fresh, why don't you get in touch and ask me about what more we can do for you.

Call me a Campaign Manager on 01684 297374 or email me directly at kelly@sprint-education.co.uk.

I look forward to hearing from you and helping you revolutionise your marketing to schools.

Good luck!.

Kelly Wright

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Sprint Education

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