

The Renaissance Network News

Expanding Your US Sales Team in the 2013 Education Market

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January provides a unique opportunity to evaluate your sales team, develop a strong sales strategy for the New Year, and effectively expand your sales and leadership teams to penetrate new markets within the Education space.

In 2013 more money will be spent in the US Education market than in any previous year, offering companies with a strong sales US presence the opportunity to see successful sales results; by taking steps to expand into the US market or strengthening your current US-based sales teams, Education companies can have the talent on the ground to build relationships with appropriate decision makers and close deals.

After analyzing your 2012 sales performance, ask yourself if your sales team was able to penetrate all potential markets and meet its established goals, particularly in the US market. In the US, did you have a strong Sales Leader developing your sales strategy and successfully managing a sales team to implement the strategy? Were there any holes in your team of individual contributors (were there open vacancies on your team, potential territories missing a sales executive, or were any of your team members struggling to meet their quotas)?

With a new year to sell into a growing US Education market, undergoing a strategic sales team expansion in the US early in the year will afford Education companies the greatest potential to meet revenue goals by year's end.

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Federal Support for A Growing US Education Market

The US Federal government has requested a 2.5% increase in discretionary funding for the 2013 Federal Education Budget. Strong sales talent selling products and services, which ensure the continued growth of students, accountability in teachers, and promote innovative learning and technology in the classroom, will be able to capitalize on the growing US Education market.

The 2013 Education Federal Education Budget requested includes increased funding for Race to the Top, Head Start programs, Early Childhood, and STEM. The requested 2013 budget also allocates funding for career readiness programs, school improvement grants, and state grants for Effective Teachers and Leaders, which would help reduce the US shortage of teachers and students within mathematics and the sciences.

In releasing the proposed 2013 Education Budget, U.S. Secretary of Education, Arne Duncan, stated, “The Obama Administration is making a clear statement that high-quality education is absolutely critical to rebuilding our economy. If we want to strengthen the American workforce, we must continue to invest in education.”

The 2013 Federal Education Budget, and its increase in allocated federal funding, will allow companies the opportunity to capitalize on the growing market in 2013. With the right sales team onboard early in the 2013 fiscal year, companies selling into the Education market can take advantage of the increase in spending in the US Education space.

2012 Federal Education Spending in Review

2012 saw a dramatic increase in spending in the K-12 Education space—some of the greatest spending across all markets and in all years past. \$88 billion was spent on K-12 and vocational education at the federal level or a 171% increase in spending since 2002, (based on the Heritage Foundation’s statistics).

While the budgetary burdens still fall on the states to provide adequate funding to schools, the federal government allocated much of its discretionary spending to support K-12 and Higher Education.

Innovative learning, blending learning, technology, career readiness programs, and STEM all received heightened funding at the federal level. Products supporting continued assessment of both student and teacher performance had access to more funding than in years past.

US Education Spending in 2013: A Look at the Numbers

- \$850 million requested for 2013’s Race to the Top Competition—a program implementing systemic education reforms and providing funding support in five key areas including standards and assessments, data systems to improve instruction, teachers and leaders, turn-around for under-achieving schools, and STEM.
- \$5 billion requested for a competitive program to challenge states and districts to work with teachers and unions to attract, prepare, and reward great teachers to help students learn in 2013.
- \$85 million requested for additional funding for Head Start and Early Head Start funding.
- More than \$475 billion in spending within the Higher Education market; \$4.5 billion in spending within the textbook industry.
- \$1.4 billion in mobile learning revenues by 2014; the US is already the leading m-Learning market in the world, experiencing 18.3% growth since 2009.



Executing a US Sales Expansion: From Leadership to Individual Contributors

When our clients undergo US sales team expansion, we use our knowledge of the US Education market to help them progressively build out their sales team, starting with sales leadership and then their individual contributors.

Starting your sales team expansion with your sales leadership allows you utilize their knowledge of the Education market, their time and connections, their personality traits, and leadership style to help you grow a team of individual contributors—a team with both the talent and chemistry to work well with their leader. Strong US Sales Leaders will have knowledge of your particular niche within the Education market; potential funding opportunities for your products, and the capacity grow, lead, and nurture a sales team.

When recruiting and hiring sales talent, both for leadership and individual contributor roles, determine what competencies are necessary to be a successful sales leader or individual contributor for your company. At The Renaissance Network, we implement in-depth discovery process to determine the characteristics necessary to lead our clients' sales team and/or sell our clients' products. Our discovery process will determine the requirements for which we should evaluate all potential candidates, including leadership style, managerial experience, experience with specific selling techniques, relationships with decision makers or specific levels, knowledge of funding opportunities.

Our research team starts by aggressively hunting talent who are actively and successful selling similar products or services. Once target candidates are uncovered, our recruiters evaluate our candidates' capacity to be successful for our clients. At The Renaissance Network, we employ behavioral-based questions surrounding market trends, which reveal our potential candidates capacity to convert their knowledge of the US Education market, their current relationships, and their past performance into revenue for our clients'. Behavioral-based questions will uncover their past performance history, their personality, presentation skills, etc., and we are able to determine if they have the right qualifiers to be successful for our clients. (For more information on behavioral-based interviewing, please download our [Interviewing Techniques Newsletter](#).)

With the US Education Market growing in 2013, identifying and hiring your US Sales Leader and then subsequently building out your team of individual contributors early in 2013 can maximize your potential to meet your revenue goals and allow you to beat those also considering US expansion to market.

Planning Your 2013 Conference Strategy

2013 promises many conference opportunities for your sales and marketing teams to exhibit your products and services, cultivate relationships key decision makers, and develop warm leads to convert into revenue over the 2013 sales year.

Your sales team must use these opportunities to meet face-to-face with hundreds of teachers, administrators, and superintendents all at the same venue and bring you a return on your conference investments.

January 2013 presents a unique opportunity to discuss international expansion at BETT in London. This year's conference entitled Powering Learning will welcome over 30,000 members of the international education community, and The Renaissance Network will meet with companies to help them develop and execute their international sales team expansion. To request a meeting with The Renaissance Network at BETT, [click here](#).

Also in January, The Renaissance Network will be attending FETC, in Orlando, Florida, which allows educators to explore technology's use in the classroom across curricula and in both K-12 and Higher Education. To request a meeting with The Renaissance Network at FETC, [click here](#).

In February, The Renaissance Network will be attending TCEA, in Austin, Texas; to request a meeting with The Renaissance Network, [click here](#).



The Renaissance Network

Sales Team Expansion Specialists



The Renaissance Network is an award-winning executive search firm, specialized in uncovering and hunting over-achieving sales and leadership talent in the Education and Technology markets. We strategize with our clients on their sales, marketing, and leadership teams' organization and compensation plans, we analyze the competencies necessary to be successful contributors to our clients' organizations, and then we aggressively hunt top talent within the industry. With a combination of efficient methodologies, knowledgeable team members, and the largest network of contacts within Education and Technology, The Renaissance Network offers its clients a trusted search partner, decreased search time, increased hiring success, confidence in hiring, improved internal interview effectiveness, and a rapid market impact.

- One of the first six search firms nationwide fully accredited by the National Association of Personnel Services (NAPS)
- Ranked as one of the top 25 recruiting firms in the Northeast by the Boston Business Journal
- President, Lisa Sacchetti, is a member of the Software & Information Industry Association (SIIA), a member of the SIIA Education Division Membership Committee, and was named one of Boston Business Journal's 40 under 40 Best Executives for 2008

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