



ESAs and the New Educational Marketplace

Audience:

Educational Service Agency Staff/Leaders

Description:

State by state, educational service agencies are becoming more entrepreneurial and market driven. In some locations this movement is a result of changes in funding streams; in others it is simply an early return on the forthcoming world of choice in the educational marketplace. Long-term and new ESA clients alike now have three choices more available than ever: Do it themselves, get it from their regional ESA, or get it from some other provider.

That reality makes imperative the need for ESAs to build their niches in the marketplace. They should avoid the misperception that “marketing” is “sales.” Sales come last; it is the easiest part of marketing. ESAs best begin by identifying, promoting, and acting on whatever core qualities they consider to be their value added to the programs and services they provide. Usually, those core values become two of three possibilities: Price, Quality, and Service.

Dr. Frye comes to this topic with 14 years of experience in the strategic positioning of a large ESA. He knows the requirements of the marketplace; he recognizes both the perils and opportunities that it offers. In this presentation Dr. Frye identifies the necessary components of a viable marketing plan, complete with some beginning steps.

Based on client needs and interests, Dr. Frye addresses such questions as:

- *Just what are we about here and why? What is “marketing,” and why do ESAs have to worry about it?**
- *Is it about making us all salespeople?**
- *How do we do get beyond attempts at customer satisfaction and enter the rarified air of client delight?**
- *Do we hire a marketing director, or, do all of our staff get involved and how?**
- *To whom are we providing programs/services and why? Why are they buying it?**
- *What could we be offering? What are our niches, present and future? Why would anyone choose them?**
- *What is market positioning? How does our ESA become the marketplace leader in our chosen position?**
- *What are the implications for the collective, ever-ready bag of offerings we currently have?**



***Are there some strategies, some procedures we could use to identify new clients, new offerings, and matching new programs?**

***Can we craft a simple marketing plan that reminds all of us that marketing begins with me, that un-bundles our one-size-fits-all programs, that effectively mixes price, quality, and service, that uses strategies that work in all businesses, and that grows our organization in both quality and quantity?**

Time:

Reasonable portions of this topic are often used in keynote addresses or conference breakout sessions. Workshops provide more time for participant interaction and actual planning of next steps. Dr. Frye prefers to present some of this material in half day, full day, and multi-day segments.

Equipment:

This topic is best offered via PowerPoint. A computer, an LED, and a large screen are necessary.