

# **Selling EdTech in the K-12 Market:** Trends, Challenges, and Strategies

Thursday, January 25th, 2024

# Meet the Speakers



**Paige Mockler**

*Host*  
GovSpend



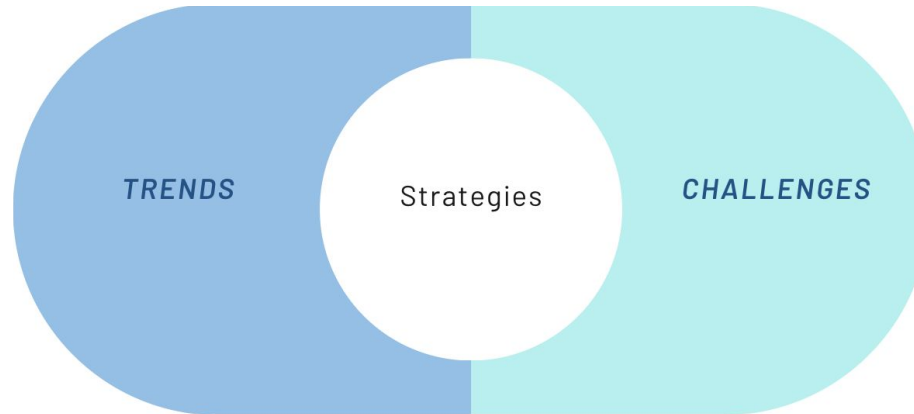
**Kathy Robida**

*VP of Sales Development*  
SchoolStatus

# What Motivated you to join today?

# Agenda

- What is trending in the market today?
- What challenges are public schools experiencing today?
- How are the districts buying habits evolving?
- How can we align our strategies with these new trends and challenges?



# What is the importance of understanding the Trends, Challenges and Strategies of selling EdTech into the K-12 Market?



**\$433 BILLION DOLLARS  
IN THE NEXT 6 YEARS**

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# Current TRENDS in the K-12 EdTech Market

- Pandemic - Purchased Too Many Solutions
  - ◆ LEARN published that “School districts used an average of 2,591 different ed tech tools in the 2022-23 school year.”
- Streamlining Solutions
- Savvy Buyers
- Reduce # of Applications Used by Students and Staff
- Improve Student Outcomes
- Professional Development
  - ◆ FETC, Teacher Workshops
- Long-Term Partnerships



# Anticipating and Overcoming CHALLENGES

- Teacher Retention
- Absenteeism
- Learning Loss
- Student Social-Emotional Needs
- Family Engagement and Parent Adoption
- School Safety
  - ◆ Alyssa's Law
- Time - Teacher Planning





**Any Teachers on the call today that have transitioned or are currently transitioning to EdTech Sales?**

# Aligning STRATEGIES with K-12 Trends and Challenges

## Listening

Actively listen to their concerns, and analyze common needs and pains revealed in recent conversations.

## Segmenting

Once we understand the issues facing school district, take the data/demographics and segment them by ICP.

## Research & Reachout

Invest your time in researching and using tools like GovSpend to find the district's main decision-makers or buying history.



# Aligning STRATEGIES with K-12 Trends and Challenges



- Email Subject Line
- LinkedIn Voice & Video
- Drift Custom video
- Gifting: Book with a handwritten note
- Coffee Card; 15-minute virtual coffee break
- Try different CTAs

# Aligning STRATEGIES with K-12 Trends and Challenges

- Personalize your messaging
  - ◆ listening, segmenting, and research
  - ◆ Penetrate through intense spam filtering
- Use Internal Tools
  - ◆ ZoomInfo, RocketReach, Hunter.io, Salesloft, Lavender, and Drift for intentional outreach
- Team Selling Approach
- Leverage Marketing Resources
- Empower students and educators by aligning with their goals
- Stay informed with industry newsletters
  - ◆ EdSurge, DistrictK12, eSchoolNews, TechLeader, DA Weekend RoundUp, and EdSurge Podcast BuiltIn

**Looking for more research and winning strategies?**

# We're Here to Help YOU!



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# Resources

- K-12 Market News and Trends
  - ◆ [EdSurge](#)
  - ◆ [K12Dive](#)
  - ◆ [eSchoolNews](#)
  - ◆ [TechLeader](#)
  - ◆ [Builtin](#)
- [GovSpend's Blog and Webinars](#)
- [Sarah @ Pareto's Tiktok](#)