



AdvancED® Collateral Overview

As AdvancED moves beyond accreditation to offer comprehensive school improvement resources, we all need tools to promote the current and upcoming services and products. AdvancED has launched updated, all-inclusive marketing collaterals to support Operations Offices as they introduce institutions to our new offerings.

In general, collaterals refer to the suite of tools you can use to educate institutions about AdvancED and sell our products and services to current and potential customers. They include but are not limited to:

- Brochures
- Videos
- Press Releases
- Website
- Newsletters
- Advertisements
- Demos
- Promo items

This guide reviews the newest brochures introduced at the 2015 All Staff Meeting. The new pieces will assist you in your conversations about the best tools that can support any institution's continuous improvement journey.

But I'm not a salesperson!

Whatever your perception about sales, we want to stress that AdvancED isn't going to change how you interact with our customers! While we may have new targets to aim for, we still want to tackle those goals with the same one-on-one support and service you've always offered to schools engaged in accreditation.

You may not see yourself as a salesperson, and we agree. You are instead an ambassador, or **spokesperson**, who can speak to the quality and intent of our products and services firsthand. As a spokesperson, you can share with a client why you would recommend the use of AdvancED resources. When you truly believe our products and services can make every classroom, school, system and state better, you don't have to be a "salesperson!" When you understand the value of our work and can communicate the authenticity of our mission, vision and values, your passion as a spokesperson closes the deal, not necessarily the sales pitch.

What's available?

One of the most important tools in your sales tool kit is your ability to listen to and understand the needs of your client. An institution may only be interested in STEM Certification, Diagnostic Review or eProve. When you determine what each school needs, explain how AdvancED can not only meet those needs, but exceed their expectations.

The collaterals are here to help you promote our products and services through every step in the sales process. The pieces can be used together or individually based on the institution's needs or your goals.

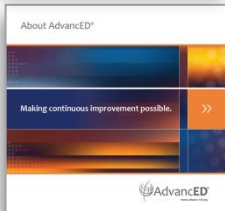
All individual **brochures** will be provided free of charge. **Folders** will be charged to your operating office budget, so it is important to estimate your needs as well as develop a strategy for how you plan to use the materials. Prices are listed for the folders.



Powerful Solutions for Improvement

This product overview piece will give institutions an idea of all our products and services at a glance, especially for customers who may be familiar with AdvancED for accreditation, but not other offerings. This is the best brochure to use when you want to start a conversation with institutions on a large scale – at conferences in registration bags, at your booth in an exhibit hall, in workshops discussing the value of AdvancED products, in mailings to prospective clients and more.

Free



About AdvancED

This overview is an introduction to our company – who we are, what we stand for and what we offer. This is a great piece to show institutions who may not be familiar with AdvancED already.

Free



Diagnostic Reviews and Leadership Assessments

If you find schools and systems that are failing, this service offers solutions to the most urgent problems institutions face.

Free



Performance Accreditation

As you know, Performance Accreditation offers an assessment of an institution's performance and provides support on its continuous improvement journey.

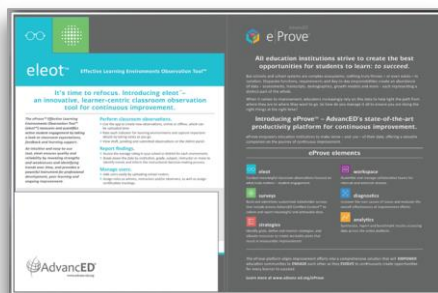
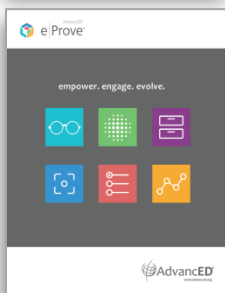
Free



STEM Certification

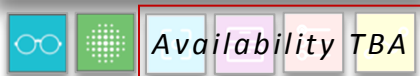
Schools providing high-quality STEM education to students and investing in the future of the field will be interested in adding a mark of distinction to their program.

Free



eProve Folder

The comprehensive productivity platform facilitates school improvement through six comprehensive modules. Each module has its own one-page product sheet explaining its value and features. The eProve folder comes assembled with the product sheets inside. You can use the product sheets individually by printing the documents available on Connect. \$2.87



Comprehensive Services Packet

The services packet includes a brochure describing everything we do. It includes the following brochures:

- About AdvancED
- Diagnostic Review and Leadership Assessments
- Performance Accreditation
- STEM Certification
- eProve Folder



Because it includes a wealth of information, it's best to distribute the whole packet on a small scale, only to those institutions that are interested in our products and services and want to continue the conversation. Use the packet when you want to give a principal or board member(s) an in-depth look at the tools AdvancED provides for continuous improvement.

You also can order the services folder separately to deliver other AdvancED handouts, letters or documents at the price of \$1.52 each.

How do I get them?

While the comprehensive services packet contains a lot of useful information, remember that schools may only need one or two products or services AdvancED offers. You can order different numbers of each brochure to meet your operating office needs and strategy.

The comprehensive services packet pieces should be ordered **individually**, as they will not be shipped as assembled packets.

For example: Let's say your office already set your goal to reach out to 50 principals for targeted sales. In addition, you want to reach out to 10 schools in your state that have stellar STEM programs. You also heard about 25 schools that are having trouble with leadership and meeting state requirements. And don't forget about your 200 conference attendees who will have their first interaction with AdvancED at your meeting!

To reach your targets, you need:

- 50 comprehensive services packets for targeted sales to principals
- 10 STEM brochures
- 25 Diagnostic Review brochures
- 200 Powerful Solutions For Improvement

Because the pieces of the comprehensive services packet must be ordered individually, this is what your order will look like:

Collateral	# Ordered	Cost per Unit (CPU)	Total per Item
Comprehensive Services Folder	50	\$1.52	\$76.00
About AdvancED	50	0	0
Diagnostic Reviews and Leadership Assessments	75	0	0
Performance Accreditation	50	0	0
STEM Certification	60	0	0
eProve Folder (includes eleot and surveys product sheets)	50	\$2.87	\$143.50
Powerful Solutions For Improvement	200	0	0
Total			\$219.50

Includes 50 for the Comprehensive Services Packet **PLUS** 25 to reach out to failing systems.

Includes 50 for the Comprehensive Services Packet **PLUS** 10 to reach out to schools with STEM Programs.

You can order your brochures [here](#). All marketing materials must be ordered through this form. Please allow **7-10 business days** between the request date and delivery date.

Don't forget to order extras of each brochure for any inquiries or follow-up on specific products or services. If you have any questions, please contact Beverly Brazzeal at bbrazzeal@advanc-ed.org.