



Market In Focus

Colleges/Universities

Calling on the College Market

Steps in the Cycle

Step one

Personally call on the college:

1. Check parking, visitor available?
Parking pass required?
2. Check on the location of purchasing department
3. Request the necessary paperwork in order to become a preferred vendor, or to be placed on their bid list
4. Get the card of the buyer who works with the copying or duplicating vendors, leave yours
5. Check in on the print shop, who runs it, notice the equipment they are using, do not try to schedule an appointment yet
6. Call on student services for future dem center location, do they allow vendors to do shows, how much does it cost
7. Buy the directory for the college

Step two

The next morning, call purchasing to schedule an introductory appointment, and drop off the vendor paperwork.

Step three

The appointment:

1. Relax, be polite, be observant, take notes
2. Explain your position with your company, you are responsible for a very unique product that is very successful in the education market
3. Conduct survey
4. Find a reason to come back: demo, trial run, dem center, get permission to call on departments

Step four

Summarize your notes, establish action steps, send a thank-you card recapping the appointment and remind them of your next step with the college and when you will be calling again. It is surprising the good impression a humorous hand picked thank you card has with a purchasing agent. Some buyers have been known to keep them for years. Not many sales reps take the time anymore.

Step five

Discuss ways to blitz the college. Use your directory. Mailings, fax promotions, dem-center possibilities, ways to approach the print shop, foot and phone blitzes.