



# TS School Reseller Guide

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## What is a TS School reseller?

A TS School reseller is an *independent* business or individual that:

- Markets TS School through:
  - Advertising
  - Phoning schools to set up an interview

Once at the school:

  - Finding out school administration requirements
  - Presenting solutions that meet those requirements
  - Performing boardroom presentations if necessary

- Offers a long-term commitment to the school by:
  - Convincing the school that the reseller will always be personally devoted to the school – listening to their needs, requests and complaints and passing these on to Time Software.
  - Guaranteeing long-term availability to train at a moment's notice either by the reseller or by someone that Time Software appoints.
- Sells TS School – this is relatively easy once it has been shown that:
  - TS School can deliver on needed school administration requirements.
  - The school has the reseller's personal long-term devotion as well as that of Time Software.



- Ensures that the schools stay with us by checking back regularly to make sure that they are happy with the application, support and training.

### **Why become a reseller?**

First off, you must enjoy what you do with your life to stand a real chance of being a success. So to be a reseller you must enjoy the things that resellers should be doing:

- You enjoy the challenge of phoning prospective schools for the first time to set up an interview with them in the face of so much negativity towards telephone cold-callers.
- You show empathy and enjoy listening to the problems and needs that schools face.
- You like to come across to the school as the saviour to their problems by offering the appropriate solutions that TS School provides.
- You love being the bearer of the good news that TS School can solve their problems. To this end, you are passionate about the product.
- You enjoy travelling to new places and meeting many new people on a continual basis.
- You thrive on dressing up and delivering boardroom presentations.
- You whole-heartedly believe in TS School and would definitely use it yourself if you were a school.
- You enjoy installing the application and getting them started.
- You like following up with schools, making sure they are happy with the product, support and training.





- You enjoy the flexibility of being your own boss.
- Since you get paid per school, you enjoy the huge incentive and opportunity to sell TS School as much as you can.
- You want to make as much money as possible but charging the school anything you want. We ask you for only HALF the price that we would otherwise have charged the school.
- You enjoy massive commission. Depending on how much you charge the school, your commission is typically at least 50%! You will really battle to find another company that is so generous to its resellers. We give you massive commission to give you massive incentive. In this way, we both win in the long run and market penetration is maximized – so our schools also win since they buy and use a quality product.

### **What qualities must you possess?**

- Empathy – Empathy is the ability to identify with customers, to feel what they are feeling and make customers feel respected. A salesperson showing empathy can gain trust and establish rapport with customers by being on their side and not appearing judgmental. Empathy allows the salesperson to read the customers, show concern, and clearly demonstrate his or her interest in providing a proper solution.
- Focus – A person with focus is internally driven to accomplish goals and can stay attentive to one topic. Focused individuals are more demanding of themselves than other people and they are self-motivated. They are able to organize themselves and recognize what needs to be done in order to achieve their goals. In a salesperson, focus produces best results when it is balanced with empathy. You then see a person who listens and identifies with the customer while keeping focused on set goals, and who is able to translate these goals into solutions for the customer.



- Responsibility – A person with a strong sense of responsibility does not place blame on other people or circumstances when placed in a difficult situation. This type of person gets things done and when obstacles arise, accepts any errors or omissions that have occurred.
- Optimism – Salespeople who possess a large amount of optimism like themselves and when they encounter failure, although disappointed, it does not destroy their positive view of themselves. They consider themselves still in the running and able to turn the situation around. They believe that they can make things better by using a different approach, or by trying again.
- Ego-drive – Ego-drive is similar to optimism in that both traits require persistence. But ego-drive is persistence for the purpose of succeeding and above all winning. It's all about competitiveness. When a person hangs in there with fists clenched and a teeth gritting appetite to succeed at his or her goal, you see a powerful ego-drive. This person is self-motivated and a self-starter with clear ideas of what he or she wants to achieve.

Source: <http://www.cpsa.com/knowledgecentre/SRCArticleRead.aspx?articleID=414>

### **Other things that must first be in place**

- You must be 100% committed to marketing and selling TS School. This must be your full-time job – not just something you do on the side. We only want full-time resellers.
- You must know TS School *extremely* well.
- You need to be a well-trained salesperson.
- You need to be a self-starter goal-oriented, competitive person.



### **How much money can you make?**

Well, it all depends on how many schools you sign up. For example, if you bring us 60 schools that pay us a monthly subscription of R1999 (which is very realistically attainable in say 3 years), you will make:

60 schools X 50% X R1999 = R59 970 per month!!

If it's only 6 schools, then you make R5 997 per month (which is still a lot to receive month after month).

### **Schools already using school administration software**

Many schools will already have some type of school administration system. For these schools ask the school if there are any areas where their current system fails to deliver and then show them where TS School delivers and how we can adapt the system to deliver in those areas where it doesn't yet.

Show them that TS School can meet their specific needs – don't show them other unrelated features, no matter how interesting or great they are. This will only distract the school from their issues and you then stand a good chance of losing the sale. Buyers are only interested in what they need – and will often buy because of a single feature which they really like. Find that single item they desire!

### **Schools not using any school administration software at all**

On the other hand, many schools that don't yet have any school administration system don't know that they actually need one because otherwise they would already have one.

This is your golden opportunity to tell the school that so much of their time and money can be saved by using TS School and then show them how. For example, if they are manually typing out invoices in a word processing application and then printing them out, show them how they can subscribe students to school services and with the click of a





button produce all the invoices at once – just this saves days if not weeks of manual labour.

So, yes, they don't know what they are missing out on, because they don't know what TS School can do for them.

You need to ask them to list their administration tasks and then, for each, show them just how TS School greatly simplifies each task – saving them time and MONEY.

You need to show them that by spending their subscription fee each month, they are actually saving much more money. This is after all the whole point of school administration software. These points must be stressed!

### **Your investment**

Being a TS School reseller is no walk in the park! It requires a LOT of work, dedication and perseverance. Top salespersons that do everything right have about a 20% success rate! So for every 5 schools they cold-call, they get one. You need to really believe in the product and approach many, many schools, to only then eventually earn a good monthly income.

Like with every business, your business will require an initial investment – it all depends on how much of your time and money you are prepared to give and how dedicated and determined you are. Typically, it will take about 2 years before you will start to reap good profits if you are a good reseller.



## Set realistic goals

Set realistic goals and stick to them. Never say, "I must find as many schools as possible!" This just doesn't work. It doesn't work because you are not focused on a specific goal. If you cannot achieve your goals and you are trying as hard as you can then:

- Change your marketing strategy
- Change your goals, but always HAVE goals

## Your first school

The number one most important thing to a reseller is to sell to that first school, for without that first school the reseller would have sold to no schools at all.

To accomplish this, first set yourself a goal that you know you can easily achieve. For example, if you know you can get your first school in 1 year then make this your goal. But if you know you can do it in 1 month then make that your goal. Just settle on an easily-achievable goal.

Once you have your easily-achievable goal then obviously failure is not an option because the goal is easily achievable and you thus have no excuse in failing to achieve it. Then do whatever it takes to achieve that goal. If you cannot stick to and achieve your easily-achievable goal then being a reseller is obviously not for you.

## Subsequent Schools

You need a specific goal schedule that is realistically attainable and that you need to stick to. For example, you might want to achieve the goal of 4 schools per month (that's 1 a week) towards the end of the first year. But you first want to start off slowly (in order to build your





confidence). So in your first month you might decide to have only one school as a goal. The next month, you might decide to get two schools and so on, according to the following schedule:

Month	Additional Schools	Total Schools
1	1	1
2	2	3
3	3	6
4	4	10
5	4	14
6	4	18
7	4	22
8	4	26
9	4	30
10	4	34
11	4	38
12	4	42

### School reference list

As you bring on schools, build up a list which you can then show to prospective schools. This is an excellent marketing tool since, if one school is already using TS School, their neighbour is far more likely to also join.

So when you phone a school for the first time tell them that schools A, B and C in their area are already using TS School and would they also like to at least see what's on offer – to see just why these other schools find TS School so attractive.

This will greatly improve your chances for an interview and a sale since schools in the same suburb personally know each other and therefore trust each other's judgement.



## Your School List

You need to build up a list of prospective schools. Start first with your own town in order to keep your overheads as low as possible, where you can use your home as a base instead of expensive hotel rooms.

When working a town, target it suburb by suburb, starting off with the suburb with most schools; that way you can quickly get the most income with the least amount of time and money. You can also put your reference list to good use because the schools are close together and all know each other.

Ideally, you need to focus on whole areas where schools:

- Don't yet have suitable school administration software
- Have only recently obtained computers and government grants to fund I.T. budgets and need to take school administration to the next logical level (computerized).
- Cannot afford expensive once-off payments for software.
- Would prefer the subscription scenario where it's cheap and they can walk away at any time (this is also what we prefer).

Getting the details:

- You need to get the school's details, either online or by some other means, such as phoning them and asking for their email address and web site.
- If the school has an email address, then you know that they at least have a computer (for TS School to run on).
- If they have a web site then you will know that they are advanced enough to know the potential of TS School. Look at the quality of the web site itself – graphic design etc – this will tell you something about how technologically fussy (able) the school is.





- Look for any indication of whether they use any school administration software. They will usually state this under the section directed to the public in general.
- Use your list to phone each school, one after the next.

### **The phone call**

The entire purpose of cold-calling a school is not to sell them the product, but to get an interview to show them the product.

Don't ask the school a question where the answer can be "No". Once the person says "no" then the conversation is over and you have lost that potential client. So don't ask things like, "Would you like to see the best school administration application in the world?", because the school might say, "No!" Remember the school has heard it all before – they just don't know how good TS School really is. How could they?

Don't discuss the product because the school may say, "Well our product already does that!" If the school insists on you giving them some of the features, simply tell them that the nature of the software is such that you actually have to show them instead of describe it to them.

Don't discuss price because the school may say, "Not interested – too expensive!" If the school insists on the price then tell them if it does not do what they want then they can have it for free.

Choosing just one positive point about TS School, say something like, "How would like to greatly reduce the costs and time spent performing your school administrative tasks? – schools A, B, and C in your area have already done so by using TS School." Because you have used the word "How", they can't give you a simple "Yes" or "No" answer – so their reply has to be more descriptive and thus informative.

You have also told them that other schools in their area are now saving time and money which builds a sense of urgency in at least getting to see what's on offer.



Once the school agrees that what you have just said is indeed something desirable then get them to commit to a date as soon as possible when you can show them only those TS School features that meet their specific administration requirements.

*Just get that interview!*

### **Preparing for the interview**

- Always dress up for the interview. Be very professional.
- Always be absolutely certain you know the location of the school and how to get there on time, taking note of traffic and other factors – even if you have to drive there the day before!
- Arrive ten minutes *before* time. To get the timing right, arrive a lot earlier and park nearby. You can use this time to relax. If you are relaxed, the whole interview will go down so much better. If you are late, apologize for being late, but don't give the reason, unless asked. There can be many reasons for being late, but not a single excuse. By not giving the reason it shows that you are a responsible person by accepting the responsibility for being late.

### **The goals for the interview**

When visiting a school, you have these goals in descending order of importance:

1. Your primary goal is to get the school to subscribe to the monthly payment option because this is how you will make your monthly income. It's the easiest to sell because the school does not feel pressured to commit since it can walk away at any time.
2. Your secondary goal is to sell the annual subscription. This is easy to sell because the school gets two months free and can walk away at any time.



3. Your next goal is to try and sell the once-off payment option.
4. If you cannot sell TS School at all then at least leave them with the free Standard edition to use.

### **The interview**

- Find how the school performs its administration functions and how they would like to improve their efficiency.
- Actively listen to the school's concerns and then confirm them to make sure you have correctly understood them. This also shows the school that you actually are listening to them and care what they have to say. This builds trust.
- Offer direct solutions to these functions.
- Indicate that you personally, as well as Time Software, want a long-term relationship with the school – developing needed functionality and offering support and training.

### **If the school is not interested**

Once you have convinced the school of TS School's functionality in meeting their requirements as well as of your personal long-term devotion to them and they are still not interested, find out why.

Try and immediately overcome any concerns they might have. Chances are there's just one issue. Remember the school often buys because of just one point that really needs to be met. You need to identify the problem and resolve it.

If all else fails then thank them for their time. Never show disappointment. Rather give them the impression that you are just leaving it for now. Have the attitude that you know better – that they are really missing out on a splendid and great opportunity and, most



importantly, that you will sooner or later win them over. After all, this is your goal. Remember, if a school took time out to give you an interview then, believe me, they really were and still are very interested. It often takes several attempts before a school finally commits.

*Just find that one thing they really need!*

### Typical School Concerns

So what are some of the more popular concerns?

- **We're already happy with what they are using! Why would we want to change?** Show them that TS School is more efficient and flexible than what they are already using and so they will be saving even more money by using TS School. Tell them that TS School is specifically designed around efficiency and customization. Again, remind them that they will also have your long-term personal devotion.
- **We only want an online application!** Remind them of why online school applications are so bad:
  - Simple and not powerful - Online applications are very simple by nature. So although this ease-of-use may seem attractive to the user, the user is not getting much bang for their buck because the application is just not powerful enough. They can't do many of the complex things that PC applications do.
  - Slow and tedious - Online applications work in pages where the user has to constantly click on links and scroll through pages to perform just the simplest of tasks. Being slow and tedious defeats the whole point of an efficient application saving you time and money.
  - Security - Being online there is always the risk of data loss and tampering.



- Browser upgrade problems - School administration web applications may stop working correctly when the school browser is upgraded, or may only work when the school browser is upgraded. The school then stands the risk of other web applications breaking because of the browser upgrade.

Comprehensive, powerful and customizable school administration applications like TS School are just not suited to being placed online. That's why they are not online.

Just because something may be trendy doesn't mean it's good for the school!

Show them how the online module offered in TS School has only those things online that should be online – simple, attractive screens showing relevant information such as student details, report cards, invoices, statements, calendars, timetables, and so on. This is how the internet should be used. It should not be used to perform administrative functions in a slow and tedious manner but rather simply display pertinent information to students, guardians, guardian spouses, financiers and staff.

- **It's a hassle changing over to a new system!** Show them that it's actually quick and painless to import existing data as well as to take on their existing accounting system.
- **We don't want to pay anything!** Tell them to at least try out the Professional Edition and if it doesn't 100% meet their needs then they don't have to purchase it.
- **The price is too expensive!**
  - Tell them to opt for the monthly subscription. This way no commitment is required on their part since they can leave at any time.



- Tell them that they will lose even more money by not using TS School.
- Tell them that the once-off price is below the world average of \$4000\* for a school administration application and that they will end up losing more by not using TS School.
  - \* Source: <http://blog.capterra.com/school-management-software-cost>
- Tell them that their payment is for an unlimited number of PCs, users and students in their school. Most applications charge per PC, user or student.
- Compare the monthly subscription to something that they are already paying for on a monthly basis, such as a staff member's salary.
- Tell them it's like taking just R2 per month out of the school fees of 1000 students to pay for TS School – which is practically nothing.
- **We need time to think it over!** Tell the school that the application gives them all the time they need – a whopping 30 login days! Most applications offer only 30 calendar days. If the price is on promotion then draw their attention to this fact.
- **We don't want to try out the Professional Edition!** – Tell them they can use the Standard edition free of charge.
- **We don't want to use the Standard Edition!** – Remind them that it is and will always be free. Ask them if it is because the Standard Edition is lacking wanted features. If so, then again show them what the Professional Edition can do for them. Remember, you are trying to find that one thing that the school really needs and is thus willing to pay for.







### **Leave them with TS School installed**

If you cannot close the sale, then in any event, try and leave the school with TS School Standard installed – to try out in their own time. Tell them they are welcome to call you or Time Software at any time with any questions they may have. Give them the impression that there is absolutely no pressure to purchase. They can make the purchase in their own time and on their own terms.

### **Offer Training**

If you are an official TS School trainer, you can use this opportunity to push for training – they get to use the Standard edition for free but pay for training.

### **Exchange Business Cards**

Try and get a business card from them, using that moment as an excuse to give them yours. The second reason to get their card is so that you have a record of the school so that you can contact them again.

Use the details on the card to immediately send them a thank-you email. Try to use the staff email address instead of the school's general email address. In the email, thank them for their time and the opportunity that gave you to show off TS School and state that should they ever change their mind, they have your details. So now they have your business card and email address (should they lose the card).

If the interviewer does not want your card, then leave it with the school receptionist on the way out. Ask for the card to be given to someone in I.T. There is always the remote chance that they will check out the application and realize it's great worth and perhaps push for its implementation.



## Keeping in touch

It might also be a good idea to email the school from time to time (not necessarily the same person) to find out if they have found the worth in using TS School. An email every 6 months should be fine.

## You shouldn't fail!

One of the fundamental terms in marketing is the "Marketing Mix". It consists of the four P's to marketing success:

- Product
- Price
- Place (distribution)
- Promotion

In short, it is very difficult to fail if you have a desired *product* at the right *price* and that is *promoted* in the right way and finally delivered to the *place* of the customer. Now we have taken care of:

- The Product – The application is world-class (of course we will continue to improve the product thereby ensuring that it remains world-class).
- The Price – The price is just right! It's somewhat below the world average. It's not too expensive and not too cheap. If the price is too expensive, we won't sell enough. If it is too cheap we won't have enough money to pay more staff to support more schools.
- The Place – The application is simply downloaded from the Internet.

Promotion is all that is now left over. If you correctly promote what we already have then you should simply make the sale.



## What will you need?

1. Laptop
2. Projector
3. Our standard reseller business cards
4. Possible insurance

### Laptop

You need your own laptop. If money is a bit of an issue, we recommend buying a cheap, good second-hand one. Expect your laptop to get dumped and knocked about a lot whilst on the road. Also remember that the battery really starts to lose charge quickly after 2 or 3 years, so make sure that you put your laptop to good use. You need to get as many schools as you can within those first 2 years.

### Projector

Always have two spare globes.

### Business Cards

To be a reseller, you need to have official TS School Reseller cards. We'll send you the business card as a jpg file that you can give to your printer. Please have quality cards printed using one-sided full colour gloss coated 300gsm cards.

### Insurance

Insure your equipment and take out travel insurance and other insurance where applicable. Always protect your equipment when transporting and always transport everything in your car boot.

*Good Luck!*

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