

Sales Discovery Process: *Leave No Stone Unturned!*

Gathering Essential Information

1. Search School Website
 - PTA President name/number/email
 - Also look for after school coordinator
 - Also look for any representative of the PTA
2. Search School Website
 - Principal/Assistant Principal name/number/email
3. Call School Office
 - Ask about after school programs
4. Use Existing Partnerships
 - Ask existing partners for help in locating a representative at a neighboring school
5. Introductory Email to PTA/Principal/Administrator (with Attachments)
 - One Pager
 - Program Catalogue
 - OTA Website Link
6. Send Blind Packet
 - PTA/Principal to School's Address
7. Drop Off Packet
 - Blind Packet of materials to school office
8. Appointments:
 - With Principal (Assistant Principal)
 - PTA Rep
 - Faculty Point Person
9. If PTA Representatives Name Has Been Discovered
 - Google name to see what comes up
 - Switchboard.com name to see if phone number pops up

Pursuing Targets

- 1. Networking**
- 2. Principals, Coordinators**
- 3. Community Connections and Recommendations**
- 4. Camp Connections**