

## Educational Services of America

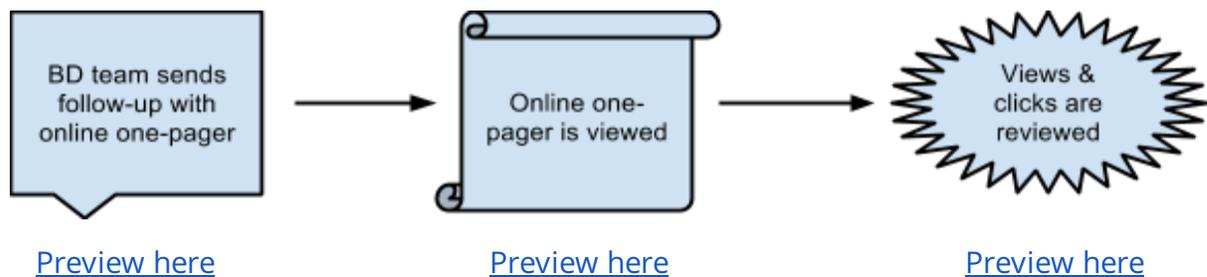
*Educational Services of America (ESA) is the nation's leading provider of Pre-K-12 alternative and special education schools and programs for students who are at risk of dropping out and for students with special needs. They partner with more than 260 public school districts in 23 states to serve 12,000 students each year in more than 160 schools and programs.*

### **Making a memorable first impression.**

For the business development team developing a new partnership requires many interactions. The initial interviews and site visits help close the deal, but it's really the memorable first impression that helps win these meetings in the first place. Delivering key documents has proven to be a powerful way to capture a district's attention, but only if the information was actually reviewed. Typically a team member will meet a new school district at a conference, send them a case study, then await a response not ever really knowing if the prospect reviewed or even opened the case. This brings us to the problem. A ton of case studies go unopened ultimately leading to a loss in prospects. The worst part is that team members never know how their messages perform, leaving no insight on how to improve delivery for future engagements.

### **Deliver key information in a noticeable way**

Transitioning over to online one-pagers has helped the business development team send their case studies in a way that is much more engaging than receiving a plain email. In addition, the team now has the access to see if their case studies were actually reviewed.



One team member put it best "There is something very powerful about always knowing if someone opened your message". Knowing this insight has gotten the team to the next step with their partnerships much faster.

Check out the other ways ESA is using online one-pagers to deliver their messages.

- *Site visits:* <http://partnerships.esa-education.com/marks-visit-to-colorado-042513>
- *Maintaining the relationship:* <http://esa.populr.me/caddo-parish-student-quotes>