



Leysin American School in Switzerland



*American International School
Riyadh, Saudi Arabia*

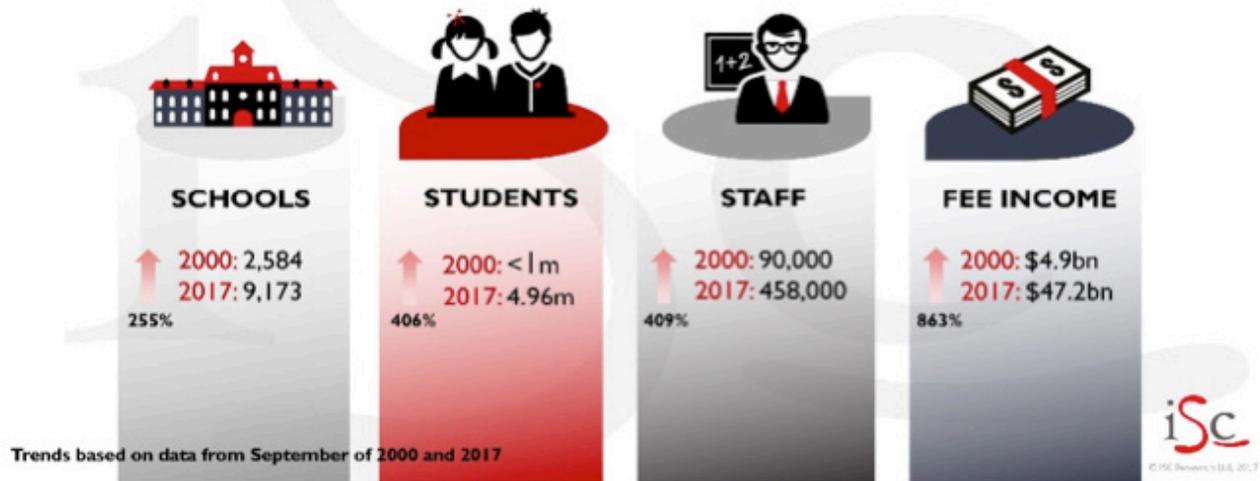
Tips to Prepare for Selling to

BY DIANE GLASS

American Schools Overseas

The number of American Schools Overseas, International Baccalaureate World Schools, and other English-speaking international K-12 schools overseas continue to expand. There are now over 9,000 such schools delivering learning to almost 5 million students between the ages of 3 and 18. Eighty percent of the student enrollment at these schools are local children preparing themselves well, through U.S. curricula, International Baccalaureate, AP and IB Diploma examinations for higher education destinations in the United States.

THE GLOBAL ENGLISH-MEDIUM K12 INTERNATIONAL SCHOOLS MARKET



An increasing number of U.S. suppliers are developing their business internationally. These schools have high standards to achieve, and want the very best resources and supplies to give them a leading edge. Here are 5 tips from ISC Research to raise awareness of your brand to these overseas schools:

1. Decide who, in the schools overseas, will most influence the buying decision for your product or service. Communicate directly with them. Teachers in international schools often have their own budget for classroom resources. Department Heads generally finalise large cross-department orders. Senior Leaders handle capital expenses.

2. Do your homework to identify the right schools. Consider schools with the curriculum, age range, or subject relevance of your product or service. As well as American Schools Overseas, there are many other international schools that follow a U.S.-style of curriculum or deliver SAT and AP

examinations, or the International Baccalaureate. Target schools that meet these categories rather than sending your marketing materials and communication to all. Schools frequently complain about being contacted by education suppliers who haven't done their homework.

3. Consider best school locations for ease of doing business. Think about time zones and ease of communication. Also consider locations that are relatively accessible for travel and shipping. And think about those places with a high number of international schools; particularly those where American curricula and examinations are particularly popular.

4. Teachers love rigorous, engaging resources aligned to the curriculum they are delivering. Free, quality resources enable you to demonstrate your expertise, product range, and to connect with purchase influencers. Many suppliers have found this to be a very successful route to market. You can read about the experiences of several education suppliers here.

5. Get face-to-face when you can. Exhibit or visit conferences attended by decision-makers from the schools so that you can connect directly with them and learn more about potential business. Popular conferences for American Schools Overseas include AAIE, GESS in Dubai, EAR-COS, CEESA and TRI Association Schools. ■

DIANE GLASS is Commercial Director at ISC Research. ISC Research is the leading supplier of intelligence, market trends and data on the world's English-speaking K12 international schools market. More market data and information about the international schools market relevant for U.S. education suppliers and providers can be found on the ISC Research website www.iscresearch.com. For more information about developing internationally, contact Diane at diane.glass@iscresearch.com.



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