



15 Common Pitfalls to AVOID


**When Pursuing
School & District
Speaking, Training, or
Consulting
Opportunities**

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As an educator or entrepreneur, pursuing a school or district contract can be a great opportunity to bring innovative solutions and ideas to the education sector. However, navigating the process can be complex and challenging. In this checklist, we will discuss the five most common pitfalls to avoid when pursuing a school or district contract as a speaker, trainer, or consultant.

DR. VERNELL DESLONDE





1



FAILURE TO UNDERSTAND THE SCHOOL OR DISTRICT'S NEEDS

One of the most important factors to consider when pursuing a school or district speaking, training, or consulting opportunity is to understand the specific needs of the school or district. Without this understanding, you may end up offering a solution that doesn't solve their problems, leading to a missed opportunity.

NOT DOING YOUR RESEARCH

It's essential to do your research on the school or district you're pursuing. Learn about their values, mission, and goals to ensure that your solution aligns with their needs. Additionally, research the competition and the local education market to ensure that your solution stands out and that your pricing is competitive.



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DON'T OVERPROMISE AND UNDERDELIVER

Promising too much without the ability to deliver can be detrimental to your credibility as an educator or entrepreneur. Ensure that you can deliver on your promises, as failing to meet expectations can harm your reputation and future business opportunities.

3





FAILURE TO COMMUNICATE EFFECTIVELY

Communication is key when pursuing a school or district contract. Ensure that you have a clear understanding of the school or district's communication channels and are responsive to their needs. Failure to communicate effectively can lead to misunderstandings, delays, and ultimately, a failed contract.



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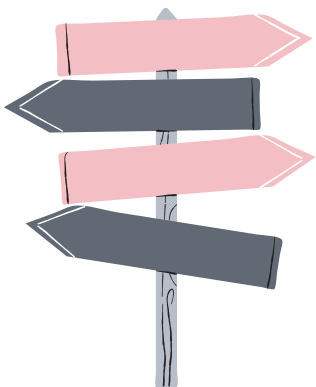
NOT BEING PREPARED FOR THE CONTRACTING PROCESS

The contracting process can be complicated and lengthy. Ensure that you have the necessary resources and expertise to navigate the process successfully. Additionally, have a clear understanding of the legal and regulatory requirements associated with contracting with schools or districts such as the DOJ fingerprinting process.



By avoiding these five common pitfalls, you'll be better equipped to pursue and secure a school or district contract successfully.

Remember, it's important to do your research, communicate effectively, and understand the needs of the school or district to ensure a successful partnership.





WAS THIS HELPFUL?

For help structuring your school or district Pitch, Price, and Package, from a seasoned district leader, schedule a FREE 15-minute discovery call.

Click the link or QR Code below If you need support!

<https://vdeslonde.kartra.com/page/BTV25>



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