

Moxton Education is a unique service
from a specialist consultancy



MOXTON
EDUCATION

ENABLING YOUR TRUST TO SELL ITS SERVICES

REVIEW

MODELLING

Examples of Challenges

- Access to education customers
- Growth stalled
- New product launch
- New services launch
- Lack of effective sales model
- Resourcing

Aims and Objectives

- Ambition
- Strengths
- Sales
- Delivery
- Timescales
- Capacity
- Addressable market
- Existing contracts
- Attitude to risk

Needs Identification

- Back office
- Finance
- Resourcing
- Processes
- Systems
- Monitoring
- Financial targets
- Organisational
- HR

Products and services

- Value proposition
- USP's
- Key messages
- Digital
- What can be sold?
- How can it be packaged?
- What goes with what?
- When can it be sold?

Go to Market Plan

- Volume
- Resourcing
- Pricing
- Timing
- Risk
- Overheads
- Partnerships
- White labelling
- Channel
- Direct

Financial Model

- Multi Year P&L
- Investments
- Cashflow
- Check aims and objectives are achievable



- Market analysis
- Forecasting
- Opportunities
- Leads
- Commits
- Incentives
- CRM

Sales

- Sales messages
- End to end training
- Key messaging
- Collateral packs
- Back office support
- Event marketing
- Digital marketing
- Partner Support

Marketing and Training

- Surveys
- Whitepapers
- Partners
- Events
- Conferences
- Round tables
- Digital marketing
- Speaker events
- Press releases

Lead Generation

- Project delivery
- Management systems
- Monitoring systems
- Finance systems
- Sales
- Standards
- Adherence
- Scalability
- Resilience - People
- Support processes

Operations

- Terms & conditions
- Partnerships
- Legal entities
- Company
- Registration
- People

Commercial and
Legal Documents

- Partners
- Organisational
- Contractual issues
- Recruitment
- Capacity plan
- Risk register
- HR

Resourcing
and Structure

'MAKING IT HAPPEN'

WORK WITH PEOPLE WHO

- Are qualified teachers
- Have been in education for more than 25 years
- Have delivered 1000's of school projects
- Have run an education business with a Circa £100m turnover
- Have built sales pipelines of over £200m
- Have significantly grown education businesses
- Have brought new businesses to market
- Have developed startups to multi-nationals
- Have extensive education contact network
- Have UK and International experience
- Have worked with VC's / Angel investors
- Will work 'with you' not just 'for you'