

Now SATs week is over – it's time for Physical Literacy!

You may remember that we recently shared our [latest e-book](#) with you, well now it is time for us to share the process on how best to use this resource. Now SATs week is over, headteachers will have more time to meet and review provision, so use this time wisely and get this e-book and offer out to EVERY school in your area - especially current schools! They can try a new programme that you do not currently deliver i.e. Fun-Triton, Play-Triton, Fit-Triton, Performing Arts and Before School Clubs etc... in an attempt to up sell, but also make them feel valued!

DON'T DELAY, GROW YOUR BUSINESS TODAY!!

Here is a guide on how to effectively use [this e-book](#)...

1. Read and familiarise yourself with the e-book content.
2. Share the e-book and the session plans Andy Heald has created with your team, these have been produced to emphasise team work and British values. These resources will help your Activity Professional's grow and increase the cross promotion you can make between the services you offer.
3. Ask your team to practice the sessions, based around the RESPECT acronym (discover more about this in the 'sporting values' download within the e-book.)
4. Create a sales and marketing campaign using the template provided.
5. Send the appropriate template email to new, lapsed and current schools and follow the remainder of the Project Plan accordingly; this will help ensure you don't forget to do anything.
6. Schedule all the posts that can be found in the Social Media Planner. For the posts on 29th May and 28th August ensure you email the relevant schools and follow up, provide a free holiday course voucher to the first parent to tag each school that takes a meeting up with you. Remember to note down each school you've contacted in this way, you don't want to give out holiday camp vouchers to more than one person per school!



Here is how to find the supporting documentation...

BMS → Resources → Delivery → Physical Literacy e-book

Supporting documentation included...

- A Social Media Planner - a selection of Facebook and Twitter posts

- A Project Plan Example - an example of the steps involved in this process, as well as ideas of how to reduce waste and increase spend across your schools
- A Sales and Marketing Campaign Example - an example of the process to distribute this e-book effectively (which forms the Project Plan)
- School Sales KPI's Example - this outlines the process involved in distribution and forms a checklist to ensure everything is completed
- Email Templates for New, Current and Lapsed Schools to distribute the e-book
- The Sporting Values Lesson Plans
- Our Physical Literacy e-book

If you follow these guidelines you will be fully prepared to provide the support schools require from you, should they ask. Included in the e-book is a free PESS taster day, use this as an opportunity to show schools why you are IRREPLACEABLE! Demonstrate a service that schools don't currently offer, and show why Premier Education Group are the perfect solution to their school's needs. Even if you already work within the school, showcase a new offering or cross-promote activities to reduce your wastage.

We will be sending the e-book out centrally to schools in our network; however, it is imperative you do the same. If you have any questions then please do not hesitate to get in contact with us, we will be happy to help!