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New Book Shares Insider Sales Tips for K-12

Redmond, WA – November 21, 2017 – K-12 education is widely considered to be one of the most difficult markets in which to sell technology; some would say it's almost impossible. Many companies with promising edtech products have failed because they couldn't crack the sales code for K-12. But it doesn't have to be that way, according to the newest book by Sherri Bealkowski. Her *K-12 Sales Handbook* is the no-nonsense, must-have book for anyone interested in successfully selling edtech.

With 50 insider K-12 sales tips, this new handbook guides the salesperson just as her previous publication, *Coffee Shop Mentor: Winning in K-12*, guides the entrepreneur.

“After the positive reception to my book for K-12 entrepreneurs, I knew it was time to write one just for K-12 salespeople,” says Sherri Bealkowski. “Many of these folks have been extremely successful selling in the private sector so they often approach education the same way. Unfortunately, it just doesn't work. K-12 really is a different kind of market and that's the focus of this book. It's not Sales 101; it's *K-12 Sales 101*.”

Presented as eleven lessons, the book draws on the author's personal experience to help readers avoid common mistakes and accelerate their success in the K-12 market. While designed primarily for edtech salespeople, many others such as K-12 marketers, entrepreneurs, investors, and philanthropists can also benefit from the insights offered in this book.

K-12 Sales Handbook is available at Amazon.com in paperback.

About the Author

Sherri Bealkowski is a technology professional and the author of *K-12 Sales Handbook* and *Coffee Shop Mentor: Winning in K-12*. As an engineer with graduate degrees in computer science and business, she understands the product and the business side of technology. Sherri traveled the world as Microsoft's Education General Manager to learn firsthand about technology needs from educators. She later gained her entrepreneurial perspective as a sales executive at two edtech startups and got the insider educator view as interim CIO at a large urban school district. She is frequently asked to mentor edtech startup entrepreneurs who need help on the “business” side of education. Sherri published *Coffee Shop Mentor: Winning in K-12* and *K-12 Sales Handbook* to reach a broader audience.

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