

# Case Study Case Study

Pearson Learning Group  
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## Working with one of the largest educational publishers in North America

### **Company**

#### **Headquarter**

Parsippany, New Jersey

#### **Field Representatives**

90+ reps

#### **Contact:**

Margo Hanson, National Grants Manager

#### **Brands**

Modern Curriculum Press

Globe Fearon

Celebration Press

Dale Seymour

Publications

Pearson Early Learning

#### **Products**

Specializing in Pre-K-12 supplemental and special needs basal programs

As a leading publisher of educational materials for grades Pre-K–12, Pearson Learning Group, a part of Pearson Education, values the importance of providing educational materials that will support teaching needs and help students succeed. Pearson specializes in publishing Pre-K–12 supplemental and special needs programs. It has a team of over 90 sales representatives across the United States that is dedicated to meet local educational needs and to provide quality in-service of Pearson Learning Group programs.

Since 2003, Transamerica Microsearch Inc. has supported over dozens of Pearson's sales initiatives across the 50 States. As each state has its own unique regulations and educational funding opportunities, Transamerica assists Margo Hanson, National Grants Manager, to coordinate and execute these telephone marketing campaigns.

In real time, Margo controls these campaigns through her connection to Transamerica's Microsoft Outlook® Exchange Server hosting service. Anytime, anywhere, she feeds leads and market intelligence to her field representatives generated by her "live" connection.

Familiar with the Assembly Line Selling® process, Margo manages her databases to monitor her campaign statuses. She monitors each of her customers' records and promptly responds to their requests for catalogues, samples and orders. With her designated front end Project Representatives, she is then able to relay timely information to her field representatives when needed.

Since using Transamerica's services, Pearson Learning Group is able to execute these sales initiatives effectively, quickly and easily. Before any campaign is executed, defining target markets with deadly precision is utterly important. Transamerica worked with Pearson closely to maximize the response potential by fine-tuning their direct approach.

*(continued)*

*"Transamerica Microsearch Inc. has worked with us on over a dozen different sales initiatives. We continue to work with them because they provide us with sales revenue, sales leads, customer feedback, and market intelligence. They have made thousands of phone calls to my customers and I have had nothing but positive feedback about their professionalism and the follow-up they provide each customer."*

Margo Hanson,  
National Grants Manager  
Pearson Learning Group

*"Transamerica's gentle sales process, Assembly Line Selling, performs patterned imaging to elicit higher response rates. As Transamerica Microsearch's founder David F. McCullough states, "You have to give a prospect time to get their head around what you are talking about. The key is to target your message and deliver it with crystal clarity."*

In the education world, Superintendents, Principals, and Vice Principals are bombarded everyday with sales messages because in most cases, they are the ultimate decision makers of educational products. Soon after campaigns started, Pearson's designated Project Representative, Sisley, discovered that reaching prospective customers at a lower tier actually led to more qualified responses. David had often reinforced, "The phones never lie." This discovery resulted from efficient execution of Assembly Line Selling to highlighting customers who accepted visits from local Pearson representatives. By perfectly targeting their markets, Pearson Learning Group has been able to increase sales and obtain valuable information about their customers.

## Three Reasons Three Reasons

why Pearson Learning Group continues to work with us:

### 1. Quick Campaign Launch

"Transamerica partners with me to ensure that we structure each initiative effectively. Their experience in this regard is invaluable."

### 2. Easy Accessibility of Data

"By putting all of our contact information in a searchable database, I can effectively analyze each campaign, make decisions, and share results with my colleagues."

### 3. Detailed Information

"Their project reps record every conversation in great detail allowing me to get a "feel" for how our products are being received and the status of each customer."

## Nine Points Nine Points

In each of the nine points below, Pearson Learning Group adopts Transamerica's Assembly Line Selling® in the following manner:

### Assembly Line Selling®

1. a simple sales process
2. perfectly targeted to prospective customers
3. using an interchangeable message
4. which arrives with flawless timing
5. processed in continuous motion
6. powered by contact management software
7. staffed by a division of labour
8. that works on various stages of selling
9. to meet a compelling demand

### Pearson Learning Group

- Reduce sales complexity to simplicity in initial approach, product messaging, and easily-acceptable closes
- Identify which prospective customers need educational materials for specific programs
- Create clear, highly-targeted product messaging that can be executed consistently across different media, such as voice mail, e-mail, and faxes.
- Execute synchronized steps in a sales process that manages the flow product information to prospective customers by setting patterned follow-up times.
- Continuously reach new contacts, while simultaneously reestablishing contact with multiple, previously-called prospective customers
- Control repeat patterns of messaging, manage various stages in a sales process across hundreds of prospects, initiate follow-ups, track statuses, submit special client instructions in real time, and instantly analyze data.
- Electronically transfer the ownership of contact records and simultaneously relay information from Transamerica Project Representatives to Sales Managers and Regional Sales Representatives across the continent.
- Initiate stages of a sales process that sequentially progresses through introductory information, samples, representative visits, and orders.
- Analyze statistically and instantly the probability of whether or not particular educational materials are in demand

**Assembly Line  
Selling®**

**Precise**

**Proactive**

**Process**