



**REDROCK
REPORTS**



THE NEXT-GEN BUSINESS INTELLIGENCE SERVICE EDUCATION SALES PROFESSIONALS CAN'T DO WITHOUT

“We want to easily understand that our product can be purchased with different funds. [RedRock Reports] helps us show that.”

— *Learning.com*

“[RedRock Online] is a marvelous piece of work. There is nothing else like this out there.”

— *Pat Walkington*

“[RedRock] needs to be part of our strategy. It will make us sound so much more credible with the education decision makers.”

— *Cisco, Carol Mc Gillin*



1105 Media Education Group, in exclusive partnership with RedRock Reports, introduces 1105 Media RedRock Online—a new one-of-a-kind business intelligence service delivering valuable education funding data and sales tools that are proven to boost close rates and guide education market business strategies.

Funding Information + Sales Tools = No Comparison

1105 Media RedRock Online is like no other research and data service out there. We harness robust funding data, including decision-maker contact information and institutional budgets at the district level, and connect them to effective multimedia sales tools you can immediately use to enhance the sales conversation and propel your company’s chances for landing business. Most other research services you’ll find only provide passive, static data for long-term decision-making or go only as deep as the state level.

Using Redrock Online Services Means Your Organization Can Quickly Experience:

- Better sales pitches
- More successful targeted sales campaigns
- Stronger alignment of your product to funding opportunities
- Increased chances for becoming an education institution’s vendor of choice
- Enhanced probability of being written into grants
- Improved performance of your sales staff
- Establishment of your company as a leading industry expert
- Stronger relationships with your education partners
- Plus so much more

Interested in Learning More?

Contact a sales representative now to maximize your business strategies with valuable education industry intelligence.

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RedRock Online Services Help You Educate the Educator and Land the Sale

Choose from six dynamic research services that deliver information you can act upon during your next sales call to build your sales pipeline.

■ RedRock Online: Starting at \$5,000 a year

Annual subscription includes: 24/7 access to RedRock Online portal; all updates on funding opportunities, policies, sales tools, training and contacts; breaking news updates; and monthly coaching sessions with our funding experts. Contact data powered by **Agile** EDUCATION MARKETING

1 to 5 users: \$5,000; 6 to 14 users: \$7,500; 15+ users: \$15,000

■ RedRock Online^{PLUS}: \$45,000

Receive everything from the annual RedRock Online subscription PLUS the ability to download data as needed to create your own targeted sales plans or to perform your own marketing campaigns.

■ Exclusive! RedRock CRM Integrator: Call for details

Keep your sales tools and account database all-in-one place with RedRock CRM Integrator—the only CRM funding data integration solution in the industry. RedRock CRM Integrator allows you to create a powerful, one-stop, sales building resource. Supersize your existing sales lead management application with RedRock Online's funding information integrated with Agile Education's contact information. You'll receive: daily news and update e-mails, plus quarterly data updates, including integration services.

■ Funding Reports: Starting at \$149

Two different types of reports to help you refine and better target your opportunities:

- **Funding Overview:** Provides an overview of funds and their alignment to product categories, helping you better position your product or service for sales success. Select from Technology, Curriculum, Special Needs Students, Gifted and Talented, Professional Development, After School Programs, English Language Learners, STEM, School Turnaround, and School Safety. **\$495 Each**
- **Waiver Report:** Gain vital information to help you do business in states awarded with an NCLB waiver. You'll find key elements of each state's plan, contact information, timelines, and important sales implications. One report for each state plus an overview report. **\$149 Each**

■ Funding Sales Guides: \$10,000

This special package is tailored to a product you specify. You'll receive a Funding Overview providing the big picture of all your opportunities; customized Sales Guides for your top five funding opportunities; detailed Funding Briefs that give you essential information and insights; Decision-Maker Profiles to prepare you for effective customer conversations; and personalized coaching to help you turn opportunities into sales.

■ Ask RedRock Consulting Services: \$250 an Hour

Need help preparing for sales calls or need a team to put together a custom funding training event on your behalf? RedRock can help. We act as your funding information experts, staffed with the most experienced team in the education market. We offer expertise and insights about funding for your company or your territory, helping you quickly uncover opportunities and prepare your sales group for great, effective customer conversations. Want to learn more? Ask your sales representative for details.



About Redrock Reports:



RedRock Reports (RRR) is the Education Funding experts offering insights AND actions. We are unique because: 1) Our sole area of focus is Education Funding, covering federal, state AND private sources. 2) We are the largest team providing this service, with over 40 professionals. 3) Our consulting team has deep education AND business expertise. 4) We are the most qualified group in the country offering innovative education funding experience. Delivered through customized consulting and online products, our services provide accurate and timely funding business intelligence, but most importantly, we provide your team with an action plan to increase sales. Bottom line: Only RRR connects funding directly to your specific products. Our experience and expertise will help you increase sales within the K-12 Education market. The benefit to you: We are your funding team, so you don't have to keep this expertise on staff.

www.redrockreports.com

About 1105 Media Education Group:



The 1105 Media Education Group informs and educates K-20 executives, administrators, education building specialists, technologists, faculty and industry professionals about the emerging instructional and administrative technologies, as well as the facilities, influencing the landscape of schools, districts and higher education institutions around the world. Through two publications, a multitude of online resources, and seven in-person and virtual events, our four flagship brands: T.H.E. Journal, Campus Technology, FETC and Learning Environments deliver essential content that assists education professionals and administration to successfully mold the tech-savvy students of today into the productive digital citizens of tomorrow. Free subscriptions are available to our digital publications and newsletters.

www.thejournal.com, www.campustechnology.com,
www.fetc.org and www.lexppo.com.

Contact Us Now to Discover the Power of Business Intelligence Sales Tools from 1105 Media and RedRock Online.

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“We’ve gotten funding information before but we’ve never known what to do with it. That’s why [these] sales tools are so important.”

— *Creative Learning Solutions*

On Funding Guides:

“The main thing is to talk to people... if they say they like the product and they’d love to buy it, but they don’t have any money, we can say, ‘Yes, you do.’ That’s the biggest objection we get...that (customers) don’t know how to pay for (our products). Here’s how to pay for it.”

“I think these (Funding Guides) are the clearest, most practical tools that we’ve got. You couldn’t have been more transparent and direct.”

— *Michael Ross,
Senior Vice President
and General Manager
of Education,
Encyclopaedia Britannica*