

## Learning A-Z Best Sales Questions

Knowing that Title I includes a requirement for parent engagement, how are you currently engaging parents and students to promote literacy at school, after school, as well as at home?

According to \_\_\_\_\_, the average classroom will have 3 special education students, 2 English language learners, 1 gifted and talented student. Assuming your classroom populations are similar, tell me how your teachers are differentiating their ELA instruction to meet the needs of these special populations as well as their gen ed students?

I work with a lot of districts who are in the evaluation process and I want to make sure that I'm providing you with the information that you need. Based on your campus and district goals, help me understand the process your district will use when selecting a resource.

After attending the superintendent's breakfast, I noticed that your district is struggling with teacher retention... what might be the cost over time of staying on the current path?

I understand your District uses iready, and you use Journeys as a basal... if I walked into one of your classrooms, what Literacy components would I see?

NWEA is one the districts assessments. Can you help me understand what gaps you are facing in regards to linking assessment results to instruction? What resources are using to address those gaps?

Teachers face the time consuming process of gathering a variety of resources together into curriculum units and individual learning experiences. How do your teachers find the resources to support the district's instructional focus to meet the needs of all individual students in the classroom?

Your district has had Wonders in place for the past two years. How do you use this resource to personalize instruction for the students significantly above or below grade level?

Tell me about how the content and delivery of your district's reading program matches your vision. What are the successes? What are the gaps?

We know that you have a well-researched curriculum, what is that Learning A-Z can help maximize what you currently have in place?

Research shows that students who read at least 20 minutes per night outside of the school day show more growth and retention of literacy skills. How do you currently track your students reading outside of the school day?

What reactions and progress are you getting from your students on the resources you are currently using?

What curriculum standards are your teachers accountable?

I know that Fort Worth ISD has an initiative for all 3<sup>rd</sup> graders to be reading proficiently by 2025. How will this affect you and the district if you do not achieve this goal?

Tell me some of the most significant challenges your teachers are currently facing?

I know you are currently using ABC Basal. Help me understand some of the gaps your educators are currently experiencing?

Statistics have shown that most students don't read outside that classrooms, how do you or your educators motivate or incentivize your students to read on their own time?

The National Assessment of Education Progress (NAEP) shows that 65% of all 4<sup>th</sup> graders in the United States scored "below proficient" which means they're not reading on grade level. What steps do you take when your students fail to learn or progress in their reading levels?

Through my experience, district leadership and curriculum changes frequently. Tell me about the process your district takes when looking at curriculum changes and who is involved?

Students are at different levels, how are you assessing what level each student is at?

Statistics show \_\_\_ number of students online, how important is it for you to have them interact online?

Everybody has a wish list, tell me something on yours that would help your students learn in the digital world?

How would it impact your teachers' instruction if they had all the resources at hand to easily reach every student no matter their reading level?

In a perfect world, describe the resources that would help your teachers to reach every student at their level.

What are the steps you and your district have taken to improve your reading scores and how has it worked out? What are the results?

How are you currently incorporating LAZ solutions in your blending learning approach?

What are the current and future initiatives that are important to your school and district? And why?

We know how critical engagement is to student learning. What do you hope learners will experience when they walk into your classroom?

As I'm sure we both agree that solid implementation is a key part of success. Tell me about your timeline for making a decision.

What prompted you to look at our resources?

What results do you expect to get from our resources?

What challenges are you facing in your classroom/school?

How comfortable are your teachers with technology?

What are your pain points? What educational resources are you using now?

How is this being used across the district?

What are your current initiatives for \_\_\_\_\_?

What resources are you using to address the needs of your ELL Students.

How do you measure success?

What are the pain points you are trying to solve for your teachers?

What weaknesses were evident from your latest standardized test data and how are you addressing them with your current resources.

Tell me about your current initiatives.

What is your timeline to have this implemented in your school?

State testing is coming up - how are you preparing your students?

Tell me about your districts read by 3 program.

Tell me how ELA curriculum is used in 2nd grade throughout your district?

Describe your literacy program.

How is (above) working? (or What are you struggling with?)

If there were no money restrictions, what would your ideal lit program look like?

I have been looking at your district goals and initiatives, I see you are working towards a K-2 literacy initiative. In working with districts with similar goals Learning A-Z has been able to help in this area. It seems easily accessible content for Personalized Learning would be important to have. What content are you currently using?

I was looking at your district's RLA scores from the Smarter Balance Assessment. What do you feel are the primary literacy developmental area(s) that students are struggling with? What are you using now to address this? Where would you like your scores to be at in 3 years?

How is your Guided Reading program going? What are you using? Do you feel you have the needed differentiation and content access for students and teachers? Are students reading enough at their independent reading level? What would a successful guided reading program look like to you?

As I mentioned earlier, I'd like to share with you a few ideas that have helped our clients succeed in the guided reading, 21<sup>st</sup> century skill development, and differentiation. Before we get going, by the time we're done with this meeting, what else might you like to cover? What will make the meeting successful for you?