

Effective Strategies For **SIGNING UP SCHOOLS ON EDALAF SMS**

EXCELLING AS AN AFFILIATE MEMBER

Sponsor:
Edalaf Affiliate Program



Agenda

- 1. Understanding Your Role as an Affiliate.**
- 2. Preparing to Approach Schools.**
- 3. Effective Strategies for Pitching Edalaf SMS.**
- 4. Handling Objections and Concerns.**
- 5. The Signup Process – A Step-by-Step Guide.**
- 6. Follow-Up and Relationship Building.**



Your Role As An Affiliate Member



1

Act as an ambassador for Edalaf SMS.

- Represent Edalaf School Management Software (SMS) professionally and passionately.
- Showcase the value of the platform to schools and stakeholders.
- Build trust and establish Edalaf SMS as a reliable solution for modern school management.

2

Identify School Needs

- Act as a consultant by understanding the specific challenges schools face (e.g., inefficient administration, poor communication, difficulty tracking student performance).
- Align the features of Edalaf SMS to address those challenges effectively.

3

Bridge the Gap

- Serve as the link between schools and Edalaf SMS, helping them transition from traditional or inefficient systems to a comprehensive, tech-driven platform.
- Provide schools with a seamless onboarding experience, ensuring their unique needs are met.

Your Role As An Affiliate Member



4

Promote Vision 2025

- Support Edalaf SMS in achieving its ambitious goal of subscribing 1,000 schools by December 2025.
- Understand that every school you onboard is a step closer to transforming education in your community and beyond.

5

Create Positive Change

- Play a vital role in modernizing how schools operate, improving efficiency, communication, and overall management.
- Contribute to the digital transformation of education, helping schools achieve excellence through technology.

6

Build Long-Term Relationships

- Establish strong, ongoing partnerships with schools by being their primary point of contact for support and updates.
- Foster trust and loyalty to ensure schools remain engaged with Edalaf SMS for the long term.

Your Role As An Affiliate Member



Earn Rewards for Your Efforts:

- As an affiliate, your efforts are rewarded through generous commissions for every school you successfully sign up and as they continue using the platform.
- With consistent effort, you can build a sustainable income stream while contributing to the growth of education technology.



Preparing to Approach Schools



1. Know Your Product:

- Understand the key features and benefits of Edalaf SMS.
- Familiarize yourself with the platform's capabilities, including billing, attendance, performance tracking, and more.

2. Identify Your Audience:

- Target decision-makers: Principals, administrators, and school owners.
- Research the school's needs and pain points.

3. Gather Your Resources:

- Use the marketing materials provided (brochures, case studies, videos).
- Prepare a compelling elevator pitch tailored to the school's challenges.

4. Set Appointments:

- Reach out via phone, email, or in-person visits to schedule a meeting.

Effective Strategies In Pitching Edalaf SMS



1. Start With Empathy

- a. Show understanding of their current challenges (manual processes, inefficiencies, etc.).

2. Highlight the Benefits

- a. Streamline operations and save time.
- b. Improve communication with parents and staff.
- c. Enhance data accuracy and reporting.

3. Provide Real-Life Examples

- a. Share success stories or case studies of schools that have benefited from Edalaf SMS.

4. Offer a Demonstration

- a. Showcase the platform's interface and features using a live demo or video.

5. Focus on ROI

- a. Explain how Edalaf SMS saves costs and increases efficiency in the long run.

Handling Objections and Concerns



Common Objections

- “We already have a system.”
- “It’s too expensive.”
- “We don’t have the time to implement this.”



How To Respond

- Reassure them of the platform’s simplicity and ease of integration.
- Highlight the affordability and value compared to competitors.
- Share Edalaf’s support system for onboarding and training.
- Provide data or testimonials to back up your claims.

Steps To Signing Up Schools

1

Collect Required Information to Signup

Collecting required information sometimes might be tasking especially when you have individuals within the School Staff who has interests in other Management Software but once you get beyond this, You are assured of adding the School to your portfolio. (More Discussed On Portal Tutorials)

2

Add Information On The Affiliate Portal

You can add the information directly on through your affiliate account or put it in a Zip and foward to affiliates@edalafsms.com using your registered email.



Steps To Signing Up Schools

3

Schedule Training

Schedule a training with Staff, Accountants, Admin, and Students. Most pefferably online training but if physical training is required, Affiliates are directly responsible except in rare occasions when Edalaf Support Staff would come in to assist. All trainings can be done same day or different days.

4

Followup on Checklist

There is a checklist of the required content required by Schools to be considered fully deployed on Edalaf SMS. Go through the checklist with the School and ensure the milestones are achieved.



Tips for Building Long-Term Relationships

1. Maintain Regular Communication

- Check in to see how they're using Edalaf SMS and address any issues.

2. Provide Value Beyond the Sale

- Share updates, new features, or resources to improve their experience.

3. Be Available

- Act as a reliable point of contact for support and inquiries.

4. Encourage Referrals

- Satisfied schools can help you expand your network by recommending Edalaf SMS to others.



Tools and Resources for Affiliates



1. **Marketing materials:** Brochures, videos, pitch decks, and case studies.
2. **Dedicated support team** to assist with queries.
3. **Training webinars** and tutorials.
4. **Access to a personalized dashboard** for tracking progress and commissions.
5. **24/7 communication line** for real-time help.

Call To Action

Be Confident, Persistent, and Professional

Be confident when presenting Edalaf SMS to schools. Stay persistent and don't give up easily. Maintain a professional attitude in all your interactions.



Be Effective In Approaching Schools

Use the tools and training provided to communicate effectively with schools



Focus On Your goals and Vision 2025

Each school you sign up brings you closer to achieving your personal goals. Every successful signup helps Edalaf SMS reach Vision 2025.



Our Contact Information

You can reach us anytime on this channels for enquiries, clarifications or support. We open 24/7 365. We will be very glad to hear from you



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THANK YOU FOR YOUR ATTENTION

If you have any further questions or would like to explore opportunities to work together, please don't hesitate to reach out to us.

Take The First Step!

