



School Websites: There May Be a Safety Page and Information Offered on Their Website.

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Overview

This guide is designed to help our sales team efficiently navigate and review school websites to ascertain if there are dedicated pages or sections about school safety. This preliminary step is essential before initiating contact with schools, ensuring that our communications are specifically tailored to address each school's existing safety protocols and efforts.

Background

Research by SITE| SAFETYNETSM indicates that approximately 30% of K-12 schools nationwide feature some form of safety information on their websites. Our objective is to determine whether a school has such information available, as this will significantly inform our approach during calls. Notably, while this process may slow down the pace at which appointment setters make calls, it is crucial for enhancing the effectiveness of our communication by ensuring it is relevant and informed.

Step-by-Step Process

Accessing School Websites:

- Start by going to your internal webpage that lists your schools.



- Click on the name of the first school in the list to visit their official website.

Locating Safety Information:

- Once on the school's website, quickly scan the homepage or the menu or the about page for keywords related to safety, such as "Safety," "Security," "Emergency Plans," or similar terms.
- Check if there is a specific page or section dedicated to school safety measures. This could be under various labels such as 'Campus Safety', 'Security Updates', or 'Safety Protocols'.

Confirmation of Safety Page:

- Confirm whether the school has a dedicated safety page by navigating to the section you identified. Look for detailed information regarding their safety policies, emergency procedures, and any contact information for their safety department or coordinator. Some schools might also provide the name of an individual to contact regarding safety, which could be valuable for personalized follow-up.

Importance of Thorough Preparation

Given that many schools might not have dedicated safety information online, most initial calls may simply involve speaking with the school operator. Therefore, identifying the schools that do have safety information allows our appointment setters to tailor their calls more effectively and engage more meaningfully right from the start.

By patiently adjusting the pace of dialing and taking the time to gather this information, we aim to make each call count. This approach not only demonstrates our commitment to understanding and addressing the specific safety needs of each school but also positions SITE| SAFETYNETSM as a thoughtful and informed partner in the pursuit of enhanced school safety.

Purpose

Understanding a school's focus on safety directly influences how we approach our sales pitch. By identifying whether a dedicated safety page exists and what safety measures are publicly shared, we can better prepare personalized communications that resonate with the school's administrators. This tailored approach not only demonstrates our thorough preparation but also enhances our credibility as a committed partner in enhancing school safety.

By following these steps, you ensure that your initial interactions with school officials are informed, relevant, and respectful of their current safety initiatives.