

SWOT

From: "SchoolWrite" <swot@schoolwrite.com>
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SWOT



SchoolWrite Opportunities & Tips

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SWOT is an occasional Newsletter for the world-wide SchoolWrite sales community, providing information to help Resellers improve their profits, and gain increased understanding of the powerful features of the SchoolWrite school administration system.

We value your feedback and questions. Contact

swot@schoolwrite.com
www.schoolwrite.com

Current versions: SchoolWrite: V3.1c.02 SW Payroll: 3.1c.02

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Why the Swiss Army Knife?

The Swiss Army Knife is universally recognised as a versatile, easy-to-use, multi-purpose tool. Many different functions are provided in a single, compact unit. These knives have been supplied to the Swiss Army for over 100 years, but have also gained much wider use. They are official equipment on all NASA space shuttle missions, and have been used on expeditions to both North and South Poles, and Mt Everest. More than five million have been produced by the Swiss manufacturer!

As you've no doubt noticed, SchoolWrite uses the familiar Swiss Army Knife logo. Why? Because SchoolWrite shares many of the attributes of the famous knife! SchoolWrite is versatile, easy to use, and multi-purpose, with a host of different functions designed to streamline the task of running a modern school.

As with the Swiss Army Knife, SchoolWrite's design has stood the test of time. Many years of refinement have produced a product that cuts through difficulties, and lets you get on with the job.

One-off charge or annual fee?

There are two ways you can sell SchoolWrite V3: either for a one-off charge or an annual licence fee. Which way is best?

There's an obvious advantage to receiving the full payment up-front. The cost of your sales effort is covered, and there's money in the bank. So you might well choose to base your presentation on the full price.

But what if you find there's resistance because of cost? This is where the annual fee approach can prove a clincher. They can have SchoolWrite for an annual fee of only 20% of the full purchase price, so after FIVE YEARS, they have paid no more than the full purchase price. But then they keep paying, and if for example, they use SchoolWrite for 10 years, you've made twice as much from the sale!

The advantages for you are obvious:

- You get a sale rather than no sale.
- You achieve on-going cash flow, and by the sixth year, you're ahead.

Some resellers have opted to encourage annual-fee sales, and as a result have built up a significant annual income.

Naturally, SchoolWrite resellers have the right to set their own prices, and may well value-add their support services to the SchoolWrite software. Support services fit naturally into the annual fee approach, and some schools will certainly see an advantage in a predictable annual cost for software plus support.

You may of course choose to set the annual-fee selling price such that the break even-point occurs earlier than five years.

[Australiana](#)

One of the SchoolWrite team is Rob Brennan, who has a part-time job taking people on tours through the deserts and remote towns of the Australian Outback in his 4WD. To keep SWOT from being toooo serious, we'll include an occasional anecdote from Rob's Outback adventures:

We were driving along the dusty and lonely Oodnadatta Track, approaching the tiny outback settlement of William Creek (pop. 6). There was some sort of activity going on in the middle of the road, and, as we got closer, we realised it involved a single-engine light plane. The story was that the pilot had landed at the William Creek airstrip to refuel both the plane and himself (the main feature of William Creek is the pub). He had taxied the plane over to the pub, and parked it in front alongside two or three cars.

Emboldened by a few drinks, he decided it was unnecessary to taxi his plane 200 metres back to the airstrip. He could just take off along the road -- no traffic to worry about -- and in the process, greatly impress the four or five people in the bar. Unfortunately, as he gained speed, his wingtip hit one of the parked cars, the plane veered off course, and hit another parked car.

Result: A plane with a bent wing and a useless propeller -- quite unflyable, out in the desert more than 1000 kms from aviation repair facilities, and two badly damaged cars. And some very unimpressed car owners in the pub! Then he discovered that one of them was a policeman

Do you sometimes have days like that?



Movie theatre at Oodnadatta
in the Australian Outback

[Data Conversion](#)

Some schools will have their data on an existing computer system, and it may well seem a daunting task to rekey it all into SchoolWrite. (In some cases however, existing data is in such poor condition that rekeying is probably the best way to go!)

As always, you can assure them that there is a solution to the problem of data conversion. [In fact, your task as a salesperson is to remove, one by one, every objection that is raised. "Yes, we can solve that problem!", or "Yes, we can help you deal with that problem!"]

Here at Brennan Bates & Associates, we have considerable experience at converting data to the SchoolWrite format. Simply send us their existing data (or a suitable sample), and we will advise you of the cost involved.

Talking about Data Conversion reminds us to say something about ...

Sample Data

The SchoolWrite CD contains sample data in a zipped file called SWI3.\$VL. It can be unzipped using WinZip, to become SWI.TXT. This file can be used by the installation program to load sample data into the SchoolWrite system.

Note that if you need to have the installation program reload the sample data, simply delete all files with extension DBF, DBT or DST from the SchoolWrite directory, and then re-install SchoolWrite.

You can use a standard text editor such as Notepad to examine the contents of SWI.TXT. You will see that there are groups of comma-delimited records, and each group of similar records is preceded by a line which identifies the file into which those records are loaded.

By the way, if you want to check what a particular SchoolWrite file is used for, go to *Export SchoolWrite Databases* (on the SchoolWrite *Files* menu).

It is possible to edit the SWI.TXT file to make the Sample Data more appropriate to your clients. For example, you might want to change some of the student names (see the STSTUDEN file) or parent addresses (see the PAPARENT file). However, care is needed to ensure that you don't introduce invalid data. (Every comma is critical!) If in doubt, please check with us first.

It's also important to know that SWI.TXT is automatically deleted after it is used by the installation program. So if you have edited it, be sure to keep a copy of the edited file in some other directory.

The connection between Data Conversion and Sample Data is that the Sample Data shows you the format into which existing data must be put to allow it to be loaded into SchoolWrite rather than rekeyed.

Feedback

G'day, mate, from all of us here at SchoolWrite headquarters in Sydney, Australia! Did you enjoy reading SWOT? Are there topics you'd like covered in SWOT? Have you had an interesting experience in selling SchoolWrite? We'd love to hear from you. Just drop a line to swot@schoolwrite.com.

We'll be in touch again soon.
