

**Integrated Market Plan-
College**

Business Objective: Develop integrated, annual business plan to grow sales 15% in the College Market from \$23.3M to \$27.0M (+\$3.7M) in 2024

Strategies:
 Reactivation: 1490 Accounts; Sales Goal: Match Pre-Covid Average, \$11.7 Million
 Retention: 1051 Accounts; Sales goal: 4.0% over 2023, \$15.7 million
 Growth: 183 Accounts; Sales goal: 15% over 2023, \$2.0 million
 Acquisition: 270 Accounts; Sales Goal: Orders from 25% Acquisition Accounts, \$26K

Audience: Lab Managers
Professors

Courses: General Biology
Microbiology
A&P

Pain Points Budget/Contract Constraints
Not enough time

Jobs to be Done: Simplify Ordering
Successful Students/Labs

	January				February				Ma		
	1	8	15	22	29	5	12	19	26	4	11
Happening in their world	New Semester- College Back to School					Densest period of course schedule- steady work/ no breaks				Budget Review- Extr	
						More difficult/topic specific labs				Spring Break	
Questions being Asked	Do I have everything I need?					Do my students understand the basics?				What equipment	

A&P

Key Messages Carolina will ship on-time complete orders Impactful labs for student success Carolina can help address qu

Key Topics Endocrine Cardiovascular Lymphatic
Key Products 566933, 566746, 316670, 316718, 316750, 315466 228773, 569440, 700101, 313158, 700574, 566841A 566842, 202100, 314250,

Knowledge Center Content

Web- Carolina.com

Sales Tools-All				New Customer Onboarding Sales Sequence		New Customer Onboarding Sales Sequence		New Customer Onboarding Sales Sequence		Spring Check In-EOY Budget Template
Reactivation		Comeback Promo 2024 non purchasers for \$X off XX	Comeback Promo 2024 non purchasers for \$X off XX							
Retention	Sales rep offer-semester planning call									
Growth	Referral Promo Update Acq List for 2025- New Lead Gen	Referral Promo	Referral Promo Update Acq List for 2025- New Lead Gen			Update Acq List for 2025- New Lead Gen				
Acquisition										

Microbiology

Key Messages	Order now and Schedule for Future delivery/ plan ahead for entire semester				Labs are tough, do you need help? How can we help?			Carolina can help address qu		
Key Topics	Lab Safety and Techniques		Bacterial Cell Structure and Function; Nutrient Transport		Microbial Growth and Control		Antibiotic Resistance; Plasmids; Protein Secretion			Gene
Key Products	PPE, media	821042	154705, 292708	154708	154715	154716	154717	171206	211125	211128
Knowledge Center Content Web- Carolina.com										
PopUp/ Header		Connect with your rep	Connect with your rep	Connect with your rep						
Email- All	Checklist to Open Lab		Semester Checkin with your IS rep	New Semester Support 1: Missing Items? Carolina ships on time and complete	New Semester Support 2: Quote for remaining Supplies	New Semester Support 3: Lab Skills Resources		Spring Break Check In 1: Lab Manager Support	Spring Break Check In 2: Everything you need to finish the year?	Spring Break Check In 3: New products for Course
Reactivation		Reminder of Purchase last January								Resources Page
Retention		Reminder of Purchase last January								
Growth										
Acquisition							Resources Page			
Social Conferences			Spring Conference Schedule	New Semester Support 1: Missing Items? Carolina ships on time and complete	New Semester Support 2: Quote for remaining Supplies	New Semester Support 3: Lab Skills Resources		Spring Break Check In 1: Lab Manager Support	Spring Break Check In 2: Everything you need to finish the year?	Spring Break Check In 3: New products for Course
Direct Mail- All	New Semester: New Year College Magalog	New Semester: New Year College Magalog								

rch	18	25	1	8	15	22	29	6	13	20	27	3
Money Available?	Material Wishlists- replace/replenish/new items											
	Finals & Graduation						Summer Orders					
Mid Terms	End of Year Budget Spending											
What do I need?	What materials do I still have left?						Can students pass required certification?					Why

Questions and tools for success

Carolina can help: Buying guides, checklists, quotes

Inventory Checklists/ Instock items that ship now for EOY budgets

Semester

314256, 314298, 314346	Respiratory	692670, 315670, 692636, 566915C, 692645, 228834	Digestive	566895B, 312106, 202340, 566745, 315000, 566905A	Urinary	56946
		Trivia Landing Page Products: Blood Typing Kit #700101, Slide set	Digestive System Page	Inventory Check List	EOY Survey- Lab Manager Page	Urinary System Page
			Shop Buy Grade Header Update			

Connect with your rep	Connect with your rep	Connect with your rep			A&P App link on Home page		Shop Buy Grade Header Update						
	Wishlist Planning 1- Send your shopping list to dept chair	Wishlist Planning 2- Buying Guides	Wishlist Planning 3- request a quote	Promote A&P App Week	MMA1: Instock & ready to ship	MMA2: Instock & ready to ship	MMA3: Instock & ready to ship	Summer Semester 1: Consumables	Summer Semester 2: Reorder	EOY Survey	Request a Quote for instock items		
Connect with your Account Manager										Schedule Account Review with Rep			
Connect with your Account Manager					Body Systems					Inventory Checklist/ Quote	Schedule Account Review with Rep		
					Body Systems					Inventory Checklist/ Quote			
								Sample Offer- Health Sciences			Meet your Rep		
Body Systems NSTA	Wishlist Planning 1- Send your shopping list to dept chair	Wishlist Planning 2- Buying Guides	Wishlist Planning 3- request a quote NC3ABI	Promote A&P App Week	A&P Appreciation Week	Summer Conference Schedule		Lab Clean/Up Inventory List	In Stock Products Uteach	"Best Of" A&P Post & EOY Survey- LinkedIN HAPS	Customer Testimonial		
											No Mail- Summer Break		
					Promo- Minimum Purchase	Promo- Minimum Purchase	Promo- Minimum Purchase	Promo- Minimum Purchase					
					Promo- Minimum Purchase \$X off order of \$XX	Promo- Minimum Purchase \$X off order of \$XX	Promo- Minimum Purchase \$X off order of \$XX	Promo- Minimum Purchase \$X off order of \$XX					
											Purchasing Dept Outreach-		
								Send Past Order information		Schedule Account Review			
								Referral Promo- Share with Nonpurchaser	Lab Close Checklist Referral Promo- Share with Nonpurchaser	Referral Promo- Share with Nonpurchaser			

ish the semester strong

Carolina can help: Buying guides, checklists, quotes

Inventory Checklists/ Instock items that ship now for EOY budgets

How did labs

Evolution

Ecology

Body Systems: High Level

176380, 158939, 171990

221042, 171200, 171995, 158776, 171206, 280996, 564650

187010, 181079, 131207, 180600, 187006, 187015, 187220, 187104, 747810, 181066, 187002, 251420, 181093, 181074

31

Connect with your rep

Connect with your rep

Connect with your rep

Shop Buy Grade Header Update

EOY Survey

Wishlist Planning
1- Send your shopping list to dept chair

Wishlist Planning
2- Buying Guides

Wishlist Planning
3- request a quote

MMA1: Instock & ready to ship

MMA2: Instock & ready to ship

MMA3: Instock & ready to ship

Summer Semester 1: Comsumables

Summer Semester 2: Reorder

EOY Survey

Request a Quote for instock items

Connect with your Account Manager

Schedule Account Review with Rep

Connect with your Account Manager

GB Topic Pages

Inventory Checklist/ Quote

Schedule Account Review with Rep

GB Topic Pages

GB Topic Pages

Inventory Checklist/ Quote

GB Topic Pages

Meet your Rep

GB Topic Pages

Summer Semester 1: Comsumables

Summer Semester 2: Reorder

Lab Clean/Up Inventory List

In Stock Products

EOY Survey

NSTA

NC3ABI

Uteach

No Mail- Summer Break

Promo- Minimum Purchase

Promo- Minimum Purchase

Promo- Minimum Purchase

Promo- Minimum Purchase

Promo- Minimum Purchase

Promo- Minimum Purchase

Promo- Minimum Purchase

Promo- Minimum Purchase

Purchasing Dept Outreach-

Send Past Order information

Schedule Account Review

Referral Promo-Share with Nonpurchaser

Lab Close Checklist Referral Promo-Share with Nonpurchaser

Referral Promo-Share with Nonpurchaser

Quote offer

Questions and tools for success

Carolina can help: Buying guides, checklists, quotes

Inventory Checklists/ Instock items that ship now for EOY budgets

Semester

Transfer; Quorum Sensing

Viruses; Microbial Symbiosis
211248 211206

Pathogenesis; Microbial Diseases
154980 155001

Connect with your rep

Connect with your rep

Connect with your rep

Shop Buy Grade Header Update

Wishlist Planning
1- Send your shopping list to dept chair
Wishlist Planning
2- Buying Guides
Wishlist Planning
3- request a quote

MMA1: Instock & ready to ship
MMA2: Instock & ready to ship
MMA3: Instock & ready to ship
Summer Semester 1: Comsumables
Summer Semester 2: Reorder

EOY Survey
Request a Quote for instock items

Connect with your Account Manager
Connect with your Account Manager

Schedule Account Review with Rep

Inventory Checklist/ Quote
Inventory Checklist/ Quote
Meet your Rep

Summer Semester 1: Comsumables
Summer Semester 2: Reorder
Lab Clean/Up Inventory List
In Stock Products

NSTA

NC3ABI

Uteach

No Mail- Summer Break

Promo- Minimum Purchase	Promo- Minimum Purchase	Promo- Minimum Purchase	Promo- Minimum Purchase
Promo- Minimum Purchase	Promo- Minimum Purchase	Promo- Minimum Purchase	Promo- Minimum Purchase
\$X off order of \$XX	\$X off order of \$XX	\$X off order of \$XX	\$X off order of \$XX

Purchasing Dept Outreach-

Send Past Order information

Schedule Account Review

Referral Promo-Share with Nonpurchaser

Lab Close Checklist
Referral Promo-Share with Nonpurchaser

Referral Promo-Share with Nonpurchaser

Quote offer

Sample Offer-Health Sciences

June			July				August					
10	17	24	1	8	15	22	29	5	12	19	26	
Fiscal Year Ending			New Fiscal Year		Back to School Planning				New Semester Starts			
Summer Semester						TA Training			Drop/Add			
Lab Evaluation/Course Update					Equipment Checks							
<i>What did not work? Why? Something new to try?</i>			<i>What materials do I need? Do I need a quote? Sales available?</i>				<i>Do I have everything I need? Is it in good shape?</i>			<i>Have all of my supplies arrived? In good shape? Don't forget?</i>		

Summer Wrap Up: Close down labs, evaluate success

50, 228587, 315776, 566923A, 695830, 695801

Lab Close Checklist Buying Guides

Reproductive

Stock your lab, schedule future deliveries, Carolina can help plan your labs

228600, 569470, 569471, 316590, 316012, 228932

Back to school: let us simplify your ordering process: top products, check list for equipment, safety, supplies

Introduction &
Chemistry, Cells,
Tissues

312010, 563957, 312250

Lead Gen- Purchased List Lead Gen- Purchased List Lead Gen- Purchased List Lead Gen- Purchased List

go this semester? Let us help you update for next year

Stock your lab, schedule future deliveries, Carolina can help plan your labs

Back to school: top products, check list for equipment, safety, supplies

BioChemistry

.1974, 569522, 576720

[841152, 841114, 841118, 840189, 840185, 251023, 841131](#)

<p>Where did students struggle: Lab skills support</p> <p>Webinar- Expert Round Table- Q&A</p>	<p>New Budget- Plan ahead for Fall</p> <p>Complete Gen Bio Solution: Everything in one place- Resources and Supplies</p>	<p>What's new in Gen Bio for fall- SNEAK PEEK</p>	<p>Semester Plan with your IS rep</p>	<p>Checklist to Open Lab</p> <p>New Semester Support 1: Missing Items? Carolina ships on time and complete</p>
	<p>Refer a colleague- both get a discount</p> <p>Shopping List Tutorial- share with purchasing for easy orders</p>	<p>Refer a colleague- both get a discount</p>	<p>Course Kickstarter- ice breakers, safety labs and handous for new semesters</p> <p>Reminder of Purchase last Semester</p> <p>Reminder of Purchase last Semester</p>	<p>Labs Impact Student Success- Consult with Rep for course support</p> <p>Gen Bio Topic Pages</p> <p>Gen Bio Topic Pages</p>
	<p>Book Time with an Expert- Rep and PM</p>	<p>Refer a colleague- both get a discount</p>		<p>Labs Impact Student Success- Consult with Rep for course support</p>
<p>Buying Guides</p>	<p>Webinar- Expert Round Table- Q&A</p> <p>Webinar- Expert Round Table- Q&A</p> <p>Lab Skills</p>	<p>Create a Carolina Account- easy, free</p> <p>Build LinkedIn Social Group- New Lab Managers and Seasoned to support each other</p> <p>Lab Skills</p>	<p>Lab Skills</p>	<p>Inside Sales Profile Posts</p> <p>Inside Sales Profile Posts</p> <p>Inside Sales Profile Posts</p> <p>New Semester Support 1: Missing Items? Carolina ships on time and complete</p>
<p>No Mail- Summer Break</p>	<p>Purchasing Dept Outreach- 10K add to punchout</p> <p>Purchasing Dept Outreach- 10K add to punchout</p> <p>No Mail- Summer Break</p> <p>No Mail- Summer Break</p> <p>No Mail- Summer Break</p> <p>No Mail- Summer Break</p>	<p>NAOSMM</p> <p>No Mail- Summer Break</p> <p>No Mail- Summer Break</p> <p>No Mail- Summer Break</p>	<p>No Mail- Summer Break</p>	<p>Back to School: College Magalog</p> <p>Back to School: College Magalog</p> <p>Back to School: College Magalog</p> <p>Back to School: College Magalog</p>

Purchasing Dept Outreach-	Purchasing Dept Outreach- 10K add to punchout	Purchasing Dept Outreach- 10K add to punchout	Purchsing How To Guide- State Contracts	Purchsing How To Guide- Co-Ops	Purchasing How To- Sole Source
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New Customer Onboarding			
	Comeback Promo 2024 non purchasers for \$X off XX	Comeback Promo 2024 non purchasers for \$X off XX	
Sales Rep Offer for Semester Planning Call			
Sales Rep Offer for Semester Planning Call			
Lead Gen- Purchased List	Lead Gen- Purchased List	Lead Gen- Purchased List	Lead Gen- Purchased List

	September				October				November			
	2	9	16	23	30	7	14	21	28	4	11	
	Intro Labs/Skill Building					Midterms					Registration- next semester	
Deadline					Densest period of course schedule- steady work/ no breaks							
					Lots of labs- getting into rhythm of course							
shape? What did I	What skills do my students need?					Are my students getting it?					Will my stu	

We have what you need- ready to ship today

Integumentary System

312094, 569490, 695200, 567666, 312088, 567669

Carolina can help address questions and tools for success

Skeletal System

246875, 246950, 312026, 696406A, 247822, 569402

Altay 1% sustainability

Altay 1% sustainability

Altay 1% sustainability

Altay 1% sustainability

Altay 1% sustainability

Altay 1% sustainability

Carolina can help with lab issu

Muscular System

566644, 312058, 203526,

New Semester Support 2: Quote for remaining Supplies
New Semester Support 3: Lab Skills Resources

Altay 1% sustainability
Altay 1% sustainability
Altay 1% sustainability
Mid Semester Check In 1: Student performance on track? Resource to engage
Mid Semester Check In 2: Everything in stock for rest of year?
Mid Semester Check In 3: New products for Course

Body Systems Series
Body Systems Series
Labs Impact Student Success- Consult with Rep for course support
Body Systems Series
Body Systems Series

Sample Offer- PM not purchased so far 2023-2024
Sample Offer- PM not purchased so far 2023-2024

Schedule Account Review with Rep
Schedule Account Review with Rep

Sample Offer- PM not purchased so far 2023-2024
Sample Offer- PM not purchased so far 2023-2024

Sample Offer- PM not purchased so far 2023-2024
Sample Offer- PM not purchased so far 2023-2024

New Semester Support 2: Quote for remaining Supplies
New Semester Support 3: Lab Skills Resources

Meet our A&P experts

Mid Semester Check In 1: Student performance on track? Resource to engage
Mid Semester Check In 2: Everything in stock for rest of year?
Mid Semester Check In 3: New products for Course

NCHSE

NSTA NOLA

Sample Offer- PM not purchased so far 2023-2024
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Sample Offer- PM not purchased so far 2023-2024

Sample Offer- PM
not purchased so far
2023-2024

Sample Offer- PM
not purchased so far
2023-2024

New Semester: Do students have the skills they need? Do you need resources to help?

Cell Structure and
Function

[131008, 292102, 162101, 292101, 319328, 566766, 562160](#)

Keep your students engaged: materials to support

Diffusion and
Osmosis

684260, 747650,

Carolina can help you fir

Cellular Respiration

747600, 746500,
202208

New Semester Support 2: Quote for remaining Supplies
New Semester Support 3: Lab Skills Resources

Mid Semester Check
In 1: Student performance on track? Resource to engage
Mid Semester Check
In 2: Everything in stock for rest of year?
Mid Semester Check
In 3: New products for Course

Gen Bio Topic Pages

Labs Impact Student Success- Consult with Rep for course support

Gen Bio Topic Pages

Gen Bio Topic Pages

Gen Bio Topic Pages

Schedule Account Review with Rep

Schedule Account Review with Rep

New Semester Support 2: Quote for remaining Supplies
New Semester Support 3: Lab Skills Resources

Mid Semester Check
In 1: Student performance on track? Resource to engage
Mid Semester Check
In 2: Everything in stock for rest of year?
Mid Semester Check
In 3: New products for Course

NCHSE

NSTA NOLA

Save time: schedule shipments early, order pre-prepared supplies (poured media, micro quik)

Microbial Growth and Control		Biofilms; Antibiotic Resistance; Plasmids; Protein Secretion	
154715	154716	154717	211125

Carolina can help address questions and tools for success

Gene Transfer; Quorum Sensing
211128

Carolina can help with lab issue

Viruses; Microbial Symbiosis
211248 211206

New Semester Support 2: Quote for remaining Supplies New Semester Support 3: Lab Skills Resources

Labs Impact Student Success- Consult with Rep for course support

Mid Semester Check
In 1: Student performance on track? Resource to engage Mid Semester Check
In 2: Everything in stock for rest of year? Mid Semester Check
In 3: New products for Course

Micro Lab Audit-
Meet with PM to troubleshoot

New Semester Support 2: Quote for remaining Supplies New Semester Support 3: Lab Skills Resources

Labs Impact Student Success- Consult with Rep for course support

Mid Semester Check
In 1: Student performance on track? Resource to engage Mid Semester Check
In 2: Everything in stock for rest of year? Mid Semester Check
In 3: New products for Course

Buy Media- get cultures X% off?
Buy Media- get cultures X% off?

Buy Media- get cultures X% off?
Buy Media- get cultures X% off?

NCHSE

NSTA NOLA

How can we help
you be successful
Next year?

Semester Plan with
your IS rep

Reminder of
Purchase last
Semester

Reminder of
Purchase last
Semester

Body Systems Series

Body Systems Series

Inventory Checklist/
Quote

Inventory Checklist/
Quote

Finish the semester strong

How did labs go this semester? Let us help you update for next year

Photosynthesis
747830, 744676,
206000, 162101,
747760

How can we help
you be successful
Next year?

Semester Plan with
your IS rep

Reminder of
Purchase last
Semester

Reminder of
Purchase last
Semester

Gen Bio Topic Pages

Gen Bio Topic Pages

Inventory Checklist/
Quote

Inventory Checklist/
Quote

es and prep for next semester

Semester Wrap Up: Close down labs, evaluate success, plan for next year

Pathogenesis; Microbial Diseases

154980

155001

How can we help you be successful Next year?

Semester Plan with your IS rep

Micro Series Update- Cultures

Micro Series- Media

Micro Series- Save time, order now

Micro Series- Shopping list, schedule deliveries

Reminder of Purchase last Semester
Reminder of Purchase last Semester

Micro Series Update- Cultures

Micro Series- Media

Micro Series- Save time, order now

Micro Series- Shopping list, schedule deliveries

