UScellular + Premier Wireless Sales Enablement Guide (K-12 Focus)

Overview

This guide equips sales reps with tools to engage K-12 decision-makers around school safety and connectivity challenges, highlighting how Premier Wireless and UScellular jointly deliver reliable, grant-eligible communication solutions.

Common Challenges & Pain Points

- No backup when Wi-Fi or phones go down
- Outdated POTS lines that don't support modern safety protocols
- Buses without real-time connectivity or GPS tracking
- Poor coverage in rural areas
- Panic buttons and radios that don't communicate across teams
- Funding concerns and limited internal IT support

Objection Handling + Email Responses

Common objections you may encounter during outreach or follow-up:

- "We already have a provider."
- "We don't have the budget."
- "We're just exploring."

You can find tailored objection-handling emails now in Section 6 (Sales Emails).

Persona-Based Messaging

Superintendents / District Leaders:

- Focus: campus-wide safety, funding, accountability
- Messaging: "End-to-end emergency communication solutions that reduce risk, improve incident response, and qualify for federal safety grants."

IT Directors:

- Focus: network performance, failover, minimal lift
- Messaging: "Plug-and-play connectivity with SpeedFusion failover and full deployment support — all with low IT overhead."

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Transportation Directors:

- Focus: driver safety, GPS visibility, compliance
- Messaging: "Connected bus solutions with Wi-Fi, GPS tracking, and driver communications that work in and out of coverage zones."

School Safety Officers / SRO Coordinators:

- Focus: reliable panic alerting, on-campus communication
- Messaging: "Reliable radios, emergency phones, and panic button systems with backup connectivity to ensure every call gets through."

LinkedIn Prospecting Messages

Connection Request:

Hi [First Name] – I work with Premier Wireless, helping districts improve emergency communication and school safety — especially in areas where coverage gaps exist. Would love to connect!

InMail 1: Safety Gaps

Hi [First Name],

Many schools are investing in safety tools but still face major gaps when networks go down, or buses lose signal. We help districts implement grant-funded tools like failover systems, radios, and connected buses — all designed for K-12. Want a quick overview?

InMail 2: Grant Funding

Hi [First Name],

Did you know STOP and SVPP grants can cover radios, panic alert systems, bus Wi-Fi, and more? We help schools write grant language and deploy quickly — all without adding burden to your team. Want to see if your district qualifies?

Sales Emails (Direct Follow-Up Style)

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Email 1: Quick Intro After Connect

Subject: Following up on our conversation

Hi [First Name],

Great connecting with you! As mentioned, Premier Wireless + UScellular work together to help districts close critical gaps in communication — from backup systems for outages to cellular-based radios and bus Wi-Fi.

I'd love to dive deeper into what that could look like for [District Name]. Are you available [insert 2 date/time options]?

Best,
[Your Name]

Email 2: Objection – "We already have a provider"

Subject: Where other carriers leave gaps

Hi [First Name],

Totally understand you already have a provider — many of our clients do. The reality is, our solutions often **fill the gaps** that traditional networks can't cover:

- Failover systems when Wi-Fi or POTS lines fail
- Rural coverage where big carriers struggle
- Purpose-built K-12 tools that are grant-eligible

Would it be helpful if I sent over a quick side-by-side comparison? I think you'll see where we complement what you already have.

Best,
[Your Name]

Email 3: Objection – "We don't have the budget"

Subject: This might actually reduce costs

Hi [First Name],

I get that budget's always tight — but here's what surprises a lot of districts: many of our solutions qualify for STOP and SVPP grants, and we help write the application.

Plus, replacing expensive POTS lines or outdated radios with cellular solutions often ends up **saving money**, even before grants kick in.

Happy to walk you through the numbers if you're open to it.

Best,
[Your Name]

Email 4: Real Examples

Subject: How other schools are solving comms gaps

Hi [First Name],

Here's how districts are using Premier + UScellular:

- Replacing POTS lines with grant-funded cellular emergency phones
- Deploying 2-way radios so every staff member has a direct emergency line
- Installing Wi-Fi and GPS on buses (Crosswalk K-12 + ConnectED Bus)
- Using SpeedFusion failover to keep panic buttons and phones online

Want to talk through what that could look like for your schools?

Call Scripts

Intro Call:

Hi [First Name], this is [Your Name] with Premier Wireless. We're helping districts in your area strengthen school safety by improving backup communication systems for buses, classrooms, and emergency alerts.

Are you currently exploring ways to modernize any of those systems?

Objection: Already have a provider

Totally hear you — many of the schools we support keep their current provider. We come in to cover the gaps — like failover, bus communication, or replacing expensive POTS lines.

Objection: Budget

We actually help districts access STOP and SVPP grants — and most projects can be funded without dipping into your general fund. Would a 15-minute call be helpful?

CTA Links to Include

- Book a Quick Strategy Call (insert your scheduling link)
- Download the School Safety Whitepaper:
  https://info.premierwireless.com/school-safety-whitepaper-uscellular)