

Building a Winning Playbook for the Education Market

By Becky Piel



One of the things I enjoy most about my role at Bradley is working alongside our Reps to uncover Educational opportunities that might otherwise go unnoticed to help them grow their Bradley business. A great example of this is the successful partnership Vince Scriboni, FASPE, CPD of Harry Warren and I have built in Florida, where we have combined market intelligence, strategic planning, and strong local relationships to grow specifications.

As many of you know, Education is Bradley's #1 market. Because of that, we spend a significant amount of time monitoring school construction activity, bond initiatives, enrollment trends, capital improvement plans, and other indicators that influence future projects. Our goal is simple: provide information that can help Reps identify opportunities earlier and engage the right decision makers long before projects reach the bidding stage. Of course, market intelligence alone does not win projects. That's where our Reps excel.

Vince and I discussed how successful Reps develop deep relationships within their territories. You know the facility directors, maintenance leaders, purchasing personnel, construction managers, architects, engineers, and district decision-makers who influence product selection. Those relationships are developed through years of building trust. No database or research tool can replace that local expertise.

"Building relationships with schools isn't about making one call. It requires a reliable local presence and ongoing support over time." — Vince Scriboni, Harry Warren

What Bradley can do is complement those efforts. My role as Bradley's dedicated Education Market Business Development Manager is focused on identifying and supporting opportunities within many of the nation's largest K-12 districts, colleges, and universities. Through customer research, product knowledge, and direct engagement with education organizations, I help Reps open new doors and strengthen existing relationships.

During my conversations with Vince, we reviewed several recent wins that began with a combination of local relationships and targeted education market research. In each case, the formula was similar: identify the opportunity early, understand the district's or university's goals, engage the right stakeholders, and provide solutions that address facility challenges. That formula has produced specification wins across Florida's largest districts, including Miami-Dade County, Broward County, Hillsborough County, Orange County, and Palm Beach County. While each opportunity is unique, the process can easily be applied in other territories across the country.



Becky and Vince at the Florida Educational Facilities Planners' Association Show

That's why I often describe the Bradley and Rep partnership as a way to turn shared strengths into bigger wins. Your agency brings the local relationships, territory knowledge, and customer trust. Bradley brings the market insight, brand expertise, spec tools, and engagement strategies that drive specifications. When those strengths combine, the results are greater than what either of us could achieve independently.

Any of our Reps can apply these same best practices to grow their education market business in their own territories. The education market continues to evolve, and new opportunities are emerging monthly. If you have a target school district, college, university, or education account you would like to penetrate further, I welcome the opportunity to collaborate with you. Let's compare notes, share insights, and look for ways to create additional value for your customers. Together, we can turn information into opportunity and continue growing your agency's and Bradley's leadership position in the education market.

I look forward to partnering with you.