



## Channel Sales Kit

### Contents:

[Overview - pg. 2](#)

[GoGuardian Unified Learning System - pg. 3](#)

[Pricing - pg. 4](#)

[Product Overviews - pg. 6](#)

# Overview:

## What is GoGuardian?

A software company that provides K12 schools with tools to help *make teachers' lives easier* and *keep students safe*.

## How do I sell GoGuardian?

Add GoGuardian to K12 hardware quotes. GoGuardian solutions are most commonly paired with Chromebook/laptop or display sales to make for a more full solution sale.

## Where does GoGuardian sit in the market?

GoGuardian is the best-in-class solution of its kind. Our software is currently used in over 1/3 of schools nationwide.

## Common objections:

Price. You get what you pay for!

## Sales flow:

Use the below resources to get a K12 school interested. Register details to [GoGuardian's Partner Portal](#) and email your GoGuardian channel rep to set up a call/get a quote/etc.

## Common Pain Points GoGuardian Helps Solve For:

- No IT time/resources to monitor student web activity
  - Low test scores / student engagement in class
    - Learning loss as a result of COVID-19
- Need to identify students struggling with self-harm, suicide, or threat to others
  - Low technology adoption rates amongst Teachers/Staff
- Excessive absenteeism/high dropout rates amongst students
  - Purchasing solutions through too many vendors

# GoGuardian Unified Learning System:

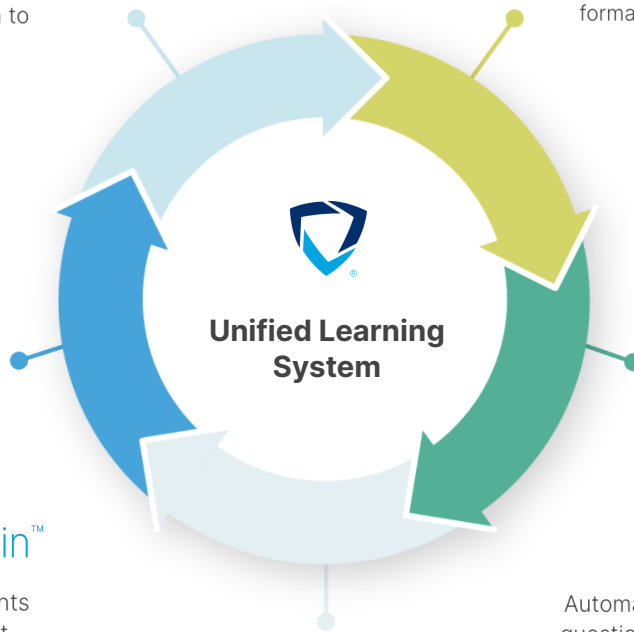
*Click a product logo for more information!*

## GoGuardian Beacon™

Identify online activity that indicates a risk of suicide, self-harm, or possible harm to others.



Engage students in proven instructional strategies with real-time formative assessments for equitable engagement.



**Unified Learning System**

## GoGuardian Admin™

Manage and protect students from harmful online content with K-12's most complete web filter.

## EduLastic

Automatic grading, standards-tied questions, and instant reports give teachers data-driven insight to track each student's learning and growth.

## GoGuardian Teacher™

Eliminate distractions, connect with students, and gain back valuable instructional time with the help of our integrated, easy-to-use solution.

# Pricing:

	Volume Discounts			
Bundle Name	0-2999	3000-9999	10000-39999	40000+

GoGuardian Unified Learning System	\$42.85	\$33.01	\$26.46	\$23.19
<b>Products Included:</b>	<i>A La Carte Pricing</i>			
Admin	\$8.50	\$5.95	\$4.25	\$3.40
Teacher	\$8.50	\$5.95	\$4.25	\$3.40
Beacon 24/7	\$13.50	\$10.95	\$9.25	\$8.40
Pear Deck	\$7.50	\$5.25	\$3.75	\$3.00
EduLastic Enterprise	\$5.50	\$3.85	\$2.75	\$2.20
includes Spark Content Bundle	\$3.00	\$3.00	\$3.00	\$3.00
includes Inspect Item Bank	\$3.00	\$3.00	\$3.00	\$3.00
<b>Total with Downgrade to Beacon Core</b>	<b>\$37.85</b>	<b>\$28.01</b>	<b>\$21.46</b>	<b>\$18.19</b>

GoGuardian Classroom Management	\$19.35	\$13.56	\$9.69	\$7.74
<b>Products Included:</b>	<i>A La Carte Pricing</i>			
GoGuardian Teacher	\$8.50	\$5.95	\$4.25	\$3.40
Pear Deck	\$7.50	\$5.25	\$3.75	\$3.00
EduLastic Enterprise	\$5.50	\$3.85	\$2.75	\$2.20

GoGuardian Instruction and Assessment	\$11.70	\$8.20	\$5.86	\$4.68
<b>Products Included:</b>	<i>A La Carte Pricing</i>			
Pear Deck	\$7.50	\$5.25	\$3.75	\$3.00
EduLastic Enterprise	\$5.50	\$3.85	\$2.75	\$2.20

GoGuardian Safety and Security	\$22.95	\$16.08	\$11.49	\$9.18
<b>Products Included:</b>	<i>A La Carte Pricing</i>			
GoGuardian Admin	\$8.50	\$5.95	\$4.25	\$3.40
GoGuardian Teacher	\$8.50	\$5.95	\$4.25	\$3.40
GoGuardian Beacon Core	\$8.50	\$5.95	\$4.25	\$3.40
<i>Upsell Beacon 24/7</i>	\$5.00	\$5.00	\$5.00	\$5.00
<b>Bundle total with Upsell Beacon 24/7</b>	<b>\$27.95</b>	<b>\$21.08</b>	<b>\$16.49</b>	<b>\$14.18</b>

# GoGuardian Unified Learning System:

## Overview:

GoGuardian's award-winning system of learning tools is purpose-built for K-12 and trusted by school leaders to promote effective teaching and equitable engagement, while helping empower educators to keep students safe.

### ***With the GoGuardian Unified Learning System, schools can:***

- Identify learning gaps and accelerate academic progress
  - Encourage and measure student engagement
    - Create safer learning environments
- Streamline device, user, and app management

## PDF:

[GoGuardian Unified Learning System](#)

## Email Template:

Hi \_\_\_\_\_,

How are things going with **[DEVICES RECENTLY SOLD]**? I just met with my team at GoGuardian and think their software could help you get even more out of them.

Their Unified Learning System bundles together tools for web filtering, student safety, and classroom teaching. Here's a PDF overview – let me know if you'd be interested in learning more!



# GoGuardian Admin™

## Web Filtering

### Overview:

Cloud-based content filtering solution for school sites and districts.

This web filter lives on the student device, ensuring they are browsing safely anytime/anywhere. Thanks to GoGuardian Admin's AI-driven "Smart Filter", schools can feel confident that their web filtering policies are always up to date and CIPA compliant.

### Buying persona:

Tech Director

### Discovery Questions:

*"How is your current web filter treating you? Are students able to get around it?  
Does it give you all the reporting data you need?"*

### PDF:

[GoGuardian Admin Overview](#)

### Email Template:

Hi \_\_\_\_\_,

How are things going with **[DEVICES RECENTLY SOLD]**? Wanted to make sure you're set up in terms of web filtering.

I just met with my team at GoGuardian and learned about their solution's AI "Smart Filter" that scans/filters web pages in real time...looks like it could be a good time-saver.

Here's a PDF overview – let me know if you'd like to learn more!

# GoGuardian Teacher™

## Classroom Management

### Overview:

Software to help Teachers manage computers in the classroom.

“Teacher” allows teachers to view and interact with a live-feed of each student’s laptop screen, empowering them to guide learning and eliminate distractions. It is widely known as the most user-friendly solution of its kind on the market.

### Buying persona:

Tech Director

### Discovery Questions:

*“What insurance do your teachers have to ensure their hours of lesson-planning don't fall flat? “What tools do they have to keep students focused in-class?”*

### PDF:

[GoGuardian Teacher Overview](#)

### Email Template:

Hi \_\_\_\_\_! How are things going with **[DEVICES RECENTLY SOLD]**?

Was wondering – do your teachers have a way to remote-in to their students’ screens? I just met with my team at GoGuardian and they have a fantastic solution to help teachers manage computers in class.

Take a look at the PDF below – GoGuardian would give them an easy way to view screens and eliminate distractions. Let me know if you'd like to learn more!

# GoGuardian Beacon™

## *Student Mental Health & Safety*

### Overview:

Software to notify schools if a student's web behavior indicates signs of depression, suicide, self-harm, or potential harm to others.

GoGuardian Beacon receives alerts from everything that happens in the browser, whereas competitor solutions only receive alerts from activity in a student's email/Google Drive. 80% of our alerts come from internet searches, so if student mental health is a discussion at a customer's school, Beacon is a solution worth exploring.

### Buying persona:

Tech Director + Guidance/Mental Health leaders

### Discovery Questions:

*"Is student mental health a discussion at your district? Do you have any software tools in place to help with this currently?"*

### PDF:

[GoGuardian Beacon Overview](#)

### Email Template:

Hi \_\_\_\_\_,

Hope things are going well with **[DEVICES RECENTLY SOLD]**. I was wondering...is student mental health a conversation currently being had in your district?

If so, I'd like to connect you/your guidance counselors with the team at GoGuardian. They provide a service that helps notify staff when a student's web behavior indicates potential for suicide, self-harm, or harm to others.

Please take a look at the PDF below and let me know if this is something you'd like to learn more about.



# EduLastic

## Assessment / Test-taking

### Overview:

Online test-taking tool that provides instant data for teachers, administrators and students. Perfect to combat learning loss caused by COVID-19, as instructors can measure growth / achievement in real time & adjust instruction accordingly.

Teachers can create their own assessments, or pull from a bank of over 50,000 state benchmark questions. EduLastic has over 50 technology-enhanced question types, including drag-and-drop, graphing, multi-part and more. Integrates with Schoology, Clever, Google Classroom, Google and MS365 single sign-on options.

### Buying persona:

Tech Director + Curriculum & Instruction leaders

### Discovery Questions:

*"What are you doing to address learning gaps created by COVID-19?"*

*"How important is data to this process?"*

### PDF:

[EduLastic Overview](#)

[EduLastic Efficacy Study 2021](#)

### Video:

[EduLastic Overview](#) (2:00)

### Email Template:

Hi \_\_\_\_! Everything going well with the **[DEVICES RECENTLY SOLD]**?

Are you the right person to connect with on assessment tools? I just met with my team at GoGuardian and learned about their solution [EduLastic](#) – its reporting data is great for helping teachers close learning gaps caused by COVID.

Here's a 2-minute [video](#) showing how it works, and I've attached a PDF with more info. Could we set up a time to discuss with their team?



## *Student Engagement*

### **Overview:**

Software that turns slide decks into dynamic interactive presentations.

Pear Deck is built right into Google Slides/Microsoft PPT, so teachers can easily incorporate interactivity into preexisting lessons. This solution's main value is to **boost student engagement** – Pear Deck empowers *every student* to answer *every question, every time*.

### **Buying persona:**

Tech Director + Curriculum & Instruction leaders

### **Discovery Questions:**

*"What insurance do your teachers have to ensure their hours of lesson-planning don't fall flat?"*

*Do they have software tools to boost student engagement?"*

### **PDF:**

[Pear Deck Overview](#)

### **Video:**

[How Pear Deck Works](#) (1:18)

### **Demo:**

[Demo Pear Deck Slide Deck \(Student-Paced\)](#)

### **Email Template:**

Hi \_\_\_\_! How are the **[DISPLAYS RECENTLY SOLD]** treating you?

I just learned about a software that I think would help your teachers get even more out of those **BOARDS/SCREENS**. "Pear Deck" is a **[GOOGLE SLIDES/MICROSOFT PPT]** plugin that helps teachers turn their slide decks into dynamic interactive presentations.

I know this is more of a curriculum & instruction tool – are you generally the person at the district who looks at solutions like this?

Here's a 1-minute [video](#) showing how it works, and a [sample interactive deck](#) if you'd like to see it for yourself. Let me know if we should loop anyone else into the conversation on this!