



Jenny

Purchasing Manager

Small School District

Buys for all grades

Age 37

Married with 2 kids

Bachelor's degree in Education

Background Story

Meet Jenny Stevens, a school district purchasing manager with over 10 years of experience. Her school district is comprised of 14 schools. Because it is a smaller school district, she is the one person responsible for procuring a wide range of learning material, teaching supplies and furniture across all of the schools and grades. ➤ Ms. Stevens is a detail-oriented person who takes pride in her work. She strives to ensure that everything she buys not only meets the educational needs of the students but is also of exceptional quality. ➤ She has a 10 year relationship with Lakeshore with a history of buying a wide selection of products, including furniture...but only for EC and elementary schools. She buys for middle and high school as well, but does not yet see Lakeshore as an appropriate supplier for those grades.

Needs & Goals

- ★ A primary responsibility for Jenny, is to place large orders for standard supplies that serve across the full school district. To create an order like this efficiently, she needs access to past orders to use as a starting point.
- ★ Jenny's role purchasing of all products across all grades means she's very busy. For this reason, it is especially important that her vendors provides topnotch support and go the extra mile.
- ★ To find the best value for the money, Jenny needs effective ways to compare products and services.

Frustrations

- 😞 Jenny is expected to know what products meet her district's requirements and standards. It is often frustrating for her when product descriptions don't provide sufficient information to make decisions.
- 😞 No website can anticipate every question. That is why it's important to have alternate ways to get quick answers to important questions. It's frustrating when there is no clear way to get the answers you need.
- 😞 Running out of essential supplies is frustrating. Getting resupply reminder notifications would help a lot.

Behaviors

- 📄 Before placing large orders, Jenny consults with a team of administrative leaders and SMEs to gather requirements. Once put together, the orders need to be shared with the consulting team for review and final sign-off.
- 📄 Jenny gathers feedback on the performance of past purchases to help inform future purchases.
- 📄 Jenny is comfortable buying educational material and teaching supplies online through the Lakeshore website. For especially large orders however, she feels more comfortable working directly with a sales rep.

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“It makes me happy when I see that the purchasing decisions that I've made have contributed to the success of our students by creating an environment optimized for learning, growth, and the building of self confidence.”