



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 see Lakeshore as an appropriate supplier for those grades.

Needs & Goals

- ★ When buying furniture, Jenny needs to see how products will meet the requirements of classroom instructors for flexibility and purpose, yet at the same time meet the requirements of facilities for durability, delivery, and support.
- ★ Jenny's role purchasing of all products across all grades means she's very busy. When buying furniture, it's especially important that she find a company that provides topnotch support, and goes the extra mile.
- ★ Jenny often knows what she needs from past purchases. Access to quick order and purchase history save her time.

Frustrations

- ☹ When buying furniture, Jenny often encounters aggressive sales pitches. What she really needs are honest answers from a trustworthy supplier...one that has a robust line of high quality furniture designed by educational experts.
- ☹ Try as they might, no website has all the answers, which is why it's so important to Jenny to have quick access to no-nonsense sales staff who can provide answers and support her every step of the way.
- ☹ The ordering of the furniture is only half the challenge. Getting it set up and class-ready can be a real hassle.

Behaviors

- 📄 Jenny is accustomed to buying educational material and teaching supplies online through the Lakeshore website. For large furniture orders however, she feels more comfortable working directly with a sales rep.
- 📄 Jenny creates furniture orders by meeting first with curriculum and facility teams to understand needs, then by conducting research. Large orders, once put together, are reviewed by administrative leaders before submission.
- 📄 Jenny gathers feedback on the performance of past furniture purchases to help inform future purchases.

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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.”