

Rivo360

Education Sales Playbook

POSITIONING

- Rivo360 helps K-12 schools and community colleges meet state campus safety mandates while protecting students and staff.
- State regulations now require documented emergency response procedures. Rivo360 provides the SOS alert system, interactive maps, and incident documentation that auditors expect.
- Your campus safety director can manage lockdowns, evacuations, and medical emergencies from a single dashboard—no more radio chaos.

KEY TALKING POINTS

State Mandate Compliance: Meet state campus safety requirements with documented procedures, alert logs, and incident reports.

SOS Alerts + Interactive Maps: One-button emergency notifications reach all staff and students. Interactive maps show evacuation routes and assembly points.

Reduce Response Confusion: Clear chain-of-command, task assignments, and real-time status updates eliminate radio confusion during incidents.

Parent Communication: Automated parent notifications during emergencies. Reduces phone lines being overwhelmed.

Affordable for Schools: Education pricing starts at \$8K/year. Accessible for public schools and community colleges with tight budgets.

OBJECTION HANDLING

Objection: 'We have a basic emergency plan already'

Response: Written plans are required, but *executed* plans save lives. Rivo360 ensures your plan is followed, not forgotten during panic.

Objection: 'Our IT department can't support another system'

Response: Fully cloud-managed. Zero IT overhead. Your safety director manages it themselves.

Objection: 'We can't afford expensive software'

Response: Education pricing is transparent and affordable. Typically \$500-1,500/month for a school district.

Objection: 'Parents will panic if they see emergency alerts'

Response: Controlled, professional notifications reduce panic. Parents know exactly what's happening and what to do.