

Career College Admissions Sales

Part One



Turn Down the Volume on the Pain

The End of Manipulation Selling in College Admissions

by Dr. Jean Norris, Norton Norris, Inc.

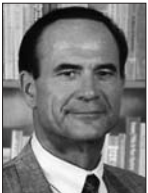
The career education sector continues to lag behind other industries with outdated approaches in selling that not only negatively impact the bottom line, but also fuel a poor brand image of proprietary schools. We need to shift our focus from the sales process to the buying process, and help admissions staff to understand and appropriately diagnose where a prospect is in the buying cycle. p.1



Ask, Don't Tell: Successful Career College Coaching & Mentoring

by Lou Russell, Russell Martin & Associates

Being a leader and manager in a career college requires strong coaching and mentoring skills, which are a different set of skills that most college professionals have developed in their progression. Today, coaching is a critical competency to grow and develop top management personnel at the campus level and beyond. p.7



Sales 101—Admissions & Career College Recruiting

Part I: Is This the Right Career for You?

by Richard Ashley, Enrollment Management Innovations, LLC

In our sector, education is our service and our product is our graduates; so in order to be a great admissions recruiter, you must first and foremost believe in the benefits of career education and “feel” it with a passion that transfers to your prospective students. p.12



The Career College Information Source

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Sales 101—Admissions & Career College Recruiting **Part II: How to Become the Right Person for This Career**

by Samantha Smith, Enrollment Management Innovations, LLC

A career in admissions starts with a sincere desire to help people change their lives through education. Basic skills required include good listening, successful prospecting and an understanding of school expectations. **p.15**

Building the “A” Team

by Richard Ashley and Samantha Smith, Enrollment Management Innovations, LLC

You have to believe in this philosophy: “People First – Paper Second.” Team building is all about “people priority,” and treating your staff the way you want your staff to treat your students. **p.20**



How to Increase School Revenues by Slightly Tweaking Your Marketing and Admissions Systems

by Gregg Meiklejohn, Enrollment Resources Inc.

In higher education marketing, opportunities abound to leverage time and money. These points of leverage create results greater than what seems to be possible. Organically, a school can typically grow 20–30 percent per year without a huge stress on infrastructure. **p.26**
