

Better Recruiters, Better Yield

2014
SMART }

SALES MANAGEMENT &
ACADEMIC RECRUITMENT TRAINING

Two-Day On-Campus Admissions Training Workshop

Help Your Admissions
Officers Meet Your Current
Recruiting Challenges

Recruiting for admissions is NOT the same as it used to be:

Applications are up but yield is down. Again.

- Students apply to more schools than ever before. So what if your applications are up, it's your yield that counts

The economy continues to be a factor:

- Parents are asking you to prove value
- The definition of affordability has changed and it's not an excuse for missing your recruiting goals

Today's students and their parents are different:

- Prospects are natives to social media
- Parents hover more and have greater influence over their children's decisions

Paskill Stapleton & Lord's Sales Management and Academic Recruitment Training seminar (SMART 2014) will help your admissions team:

- Understand the new recruiting environment and achieve enrollment goals
- Learn proven ways to deal with traditional and non-traditional age students and their families
- Appreciate the power of social media when communicating with your prospects
- Increase yields and recruit more top students in a tough economy
- Become more highly motivated and better organized
- Focus on relationship selling

The Power of One-On-One Recruiting

In the end, regardless of social media, trends, common applications, and marketing, students and families make individual decisions. SMART 2014 emphasizes the power of one-on-one recruiting to give your team new and proven ways to:

- Make every student contact more meaningful and productive
- Help more students achieve their goals
- Manage prospect pools and prioritize actions

Session with Leadership

We close the day with a 1-hour session with leadership. This session addresses our observations about the training, your staff and recommendations about how you can continue to improve your recruitment efforts.

How to Schedule Your Seminar

1. Start by giving us a call (412.904.3133) or sending us an email at janet@psandl.com. Our conversation will cover:
 - Any questions you may have about the SMART program
 - When and where you want to hold the training:
Many colleges schedule it as a management retreat, either on campus or at a nearby conference facility. No need to worry about travel expenses for your team — this way everyone can participate
 - A brief discussion of your goals for the training
2. Once the date and location is set, we schedule a time for an in-depth discussion so we can customize the training for your needs and make sure your staff gets the most from the training. We will review your recruiting plan, application and admit data, website, and admissions publications.

Your Recruitment Experts

We'll send one of these four recruitment professionals to your campus. For full bios on our staff, visit www.psandl.com/staff

"As a middle manager, consultants provide significant services. A good consultant gives you credibility with your administration and with your staff. Whether it's helping you align with best practices or affirming the messages and plans you have in place, the consultant helps to establish consensus and enthusiasm for the job. Jeanne has energized our recruitment staff by providing practical tools and challenging them to be better Admissions Counselors."

Daniel Solms
Director of Admissions,
Indiana Wesleyan University



David W. Black

Vice President, Market Research and Consulting

David has over 20 years experience in educational marketing, enrollment management consulting, and staff development. David is a graduate of St. Bonaventure University and holds an M.B.A. from Western New England College.



Dana Evans

Senior Consultant, Enrollment Management and Marketing

Dana has more than 17 years experience in higher education admissions, enrollment management, and marketing. Dana is a graduate of Furman University.



Jeanne Gosselin

Senior Consultant, Enrollment Management and Marketing

Jeanne has over 20 years experience in higher education administration. She has put her talents and knowledge to work in admissions, enrollment management, and marketing. Jeanne holds a Bachelor of Arts from North Adams State College and a Master of Science in Education from Hofstra University.



Janet Sieff

Business Development Manager

Janet has 30 years of experience in higher education marketing, including 15 years of high school recruitment and admissions. Janet is a graduate of Youngstown State University and has completed coursework for a Masters Degree from Kent State University.

Who Should Attend

That's really up to you. Each seminar is customized so we can integrate those issues and areas that can help meet your needs and goals. We've trained groups of recruiters that have included:

- Admissions Counselor
- Assistant Director of Admissions
- Associate Director of Admissions
- Director of Admissions
- Vice President for Enrollment Management
- Director of Marketing
- Admissions Support Staff
- Adult Learning Staff
- Graduate Admissions Staff
- Coaches
- Faculty

Cost for Training

Your cost for the two days of training on your campus is \$3,800 plus travel expenses. This includes all travel and preparation time, as well as instructional materials for up to 20 participants.

Call us at [412.904.3133](tel:412.904.3133) or email us at janet@psandl.com.

SMART Seminar Outline

Each training program is customized so we can integrate specific issues and areas that can help meet your needs and goals.

Here is an outline of what the training offers:

Academic Marketing

- How to know your institution in relationship to the competition
- Build and promote your school's brand

Prospect Management

- Organize the recruiting and the recruiter
- Tracking and follow-up with prospects
- Filtering prospects and identifying top leads
- Prioritizing staff time

Social Media

- How and why prospects use it
- Let them build prospect-to-current student communities
- Manage it

Academic Sales

- Motivate students to inquire, apply, and enroll
- Influences and influencers: gain leverage and assistance
- Understand the important distinction between passive and active recruiting
- Recruit students to graduate, not just to enroll
- Overcome objections: utilizing product knowledge
- Segmenting your audience for optimal results

"Thank you for the training. I got to use most of the skills I learned last week in my visits. It has helped me with my selling skills and connecting with students better."

Matthew Carey
Assistant Director
Undergraduate Admissions
Southern New Hampshire University

"I wanted to thank you for the workshop last week. I will be the first to admit, 'Oh no, not another person telling us how to do our job,' but I took so much away from what you presented. I especially took away the part about being more assertive. I took away more understanding of what passive and assertive communication means. I feel more comfortable going after students with the understanding that 'I'm not bugging them.' Most communication is passive and my job is to build relationships and feel comfortable to ask for the commitment."

Admissions Counselor
Averett University

PS&L Recruitment and Staff Development Workshops

- **SMART (Sales Management & Academic Recruiter Training)**
- **Yield Boot Camp**
- **Workshop for a Student-First Culture**

Relationship Marketing

- Determine the incentives and motivators
- Identify and work through barriers
- Differentiate yourself from other recruiters

Helping Students Achieve Their Goals

- Understand "buying" behavior: find out how people make decisions
- Get multi-tasking students' attention: generate interest, involvement, and knowledge about your college
- What to do with social media

Co-purchase: Working with Parents and Families

- Clarify the role of parents in the process
- Identify the priorities within the family
- Build trust with the family

Recruiting Toolbox

- Transactions versus Relationships
- Features–Benefits–Proofs: Tell the story
- Manage Objections

Cultivating Influencers

- Develop relationships with counselors, teachers, advisors, clergy, and alumni
- Work with influencers and opinion leaders
- Build networks

Understanding Yield

- Factors that hamper yield
- Learn how to predict who will enroll
- Action steps for improvement

Overcoming Obstacles

- Closing
- Recognizing clues and offering options
- When to let go