

Enrollment Resources



15 Low-Cost Tips that Improve Conversions

PRESENTERS

GREGG MEIKLEJOHN

LISA OLMEDO

About Enrollment Resources



- Increase your revenue using process improvement tactics
- Outsource management for internet marketing and admissions
- First Edu marketing company globally certified by Google as Professional Partners
- Have NEVER aggregated a lead
- Kaizen and B Corp certified
- Clients are exclusive so all clients participate in an R and D co-op

Objective for Today's Talk



- Assume Rep works 80 leads a month converting at 7%
- Assume a \$20,000 lifetime value of sale

Insights shared in this talk could very well improve conversion to 9%. As a result, each Rep could conceivably increase revenue \$384,000 per annum, or 28% revenue lift

Strategic Advice



- Given the regulatory environment, external changes due to demographics and a trend where prospective students run their own admissions process;
 - Absolutely ensure that all marketing communication is based in provable fact. If it is opinion, state it as such. No lying going forward.
 - Admissions Reps must follow a forced discipline based on compliant Admissions best practice. The days of Admissions training followed by uneven implementation is a time bomb waiting to happen.

A person in a dark suit, light blue shirt, and dark blue tie is holding a black rotary telephone. The person is shown from the chest up, and the telephone is held in their right hand. The background is a plain, light-colored wall.

Tip One:

Take away the voice mail system for reps

A close-up photograph of a hand holding a red pencil over a sheet of lined paper. The paper has several vertical lines and horizontal lines, with some vertical lines having three horizontal strokes across them, resembling tally marks. The hand is positioned in the lower right corner, with the thumb and index finger gripping the pencil. The pencil is held horizontally, pointing towards the left. The background is a soft, out-of-focus view of the paper and the hand.

Tip Two:

Use a Point System with your Reps

- ***Can't*** use incentives anymore
- ***Can*** instruct Reps to spend the day in high value activities

The background of the slide features a close-up, slightly blurred image of a calendar page. A pen is positioned diagonally across the page, pointing towards the bottom right. The numbers '19' and '20' are clearly visible on the calendar grid. The overall color palette is light blue and white, with a dark teal bar at the bottom.

Tip Three:

Reach out between 7 and 8pm
Weekdays, Sundays

Tip Four:

Use a reload question



A close-up photograph of a computer keyboard. The focus is on a large, blue key with the word "Evaluate" printed in white. Surrounding keys are grey and partially visible, including keys with letters like 'M', 'S', and '1', and arrow keys. The lighting is soft, highlighting the texture of the keys.

Tip Five:

Split test phone messages



Tip Six:

Embrace the Seven Magic Minutes



Tip Seven:

Reconnect with your core value

Tip 7: Connect with your core value



- We help break the cycles of poverty
- We help people connect passion with earning a living
- Small Class sizes
- School is completed quickly.
- Instructors are industry trained/pragmatic.
- Active in closing labour shortages
- Grad rates are high guaranteed by licensure
- Placement rates are high, guaranteed by licensure
- Deep relationships with employers
- Practical career driven training
- Help in organizing EDU plans
- Historically, helping those who are rejected by big colleges

Summary



- Voicemail
- Point system
- Reach out
- Reload
- Split test
- 7 Magic Minutes
- Reconnect with your core value



Tip Eight:

Use a Speed to Lead type of technology assist





Tip Nine:

Use Craigslist and Kijiji to ping on start dates



Tip Ten:

Bomb a well thought-out sales letter
to your “stale” leads



Tip Eleven:

Market profit seats differently from break even
Schools are like a hotel.



Tip Twelve:

Turn Career Services Reps into
Business Development Specialists

A person wearing a blue suit jacket, a white shirt, and a blue and white striped tie is holding a white tablet. The person's hands are visible, and they appear to be interacting with the device. The background is slightly blurred, suggesting an outdoor or office setting.

Tip Thirteen:

Heat up the marketing and love for your
Accepted Apps

Tip Fourteen:

Run Emotional Health check with new students one week into school to eliminate some drops





Tip Fifteen:

Use Geo-Fencing inside Facebook to hyper-target specific folks with ads within a 1-mile radius

Summary



- Speed to Lead
- Craigslist and Kijiji
- Letters out to stale leads
- Break-even to profit seats

- Career Service = Biz Development
- Accepted Apps
- Emotional health check
- Geo-Fencing

Questions?



**::Enrollment
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www.EnrollmentResources.com

info@EnrollmentResources.com

Phone/text: 250-391-9494

**::Enrollment
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