

Admissions is Sales

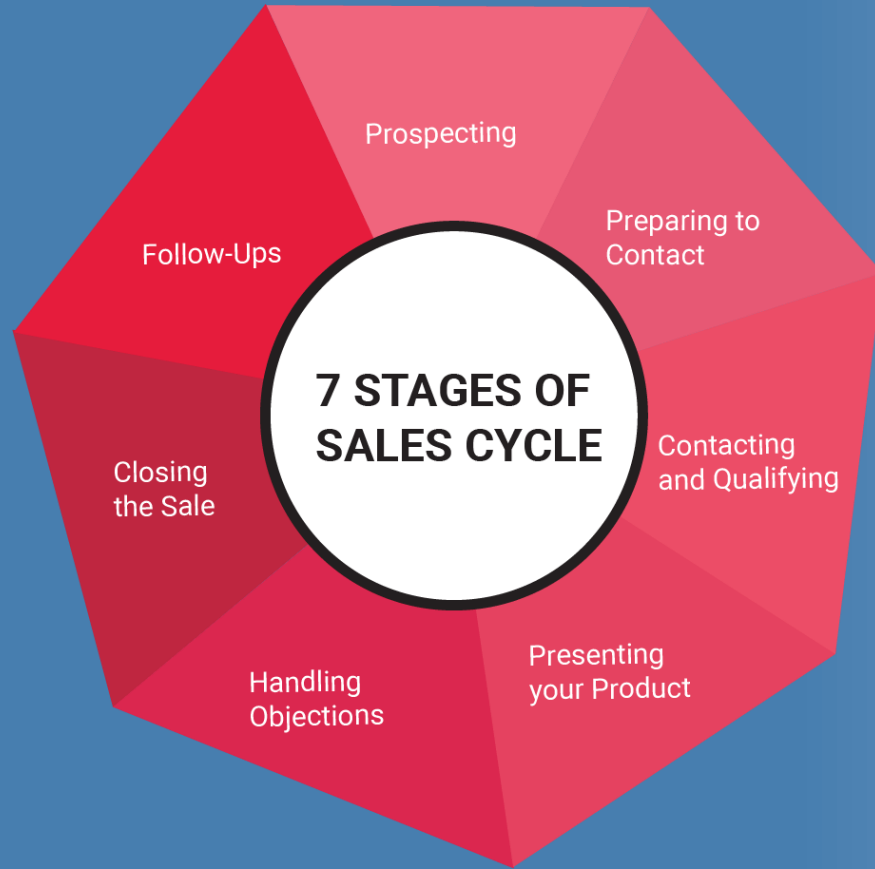
A woman in a blue dress is shaking hands with a man in a dark suit. They are standing in front of a large window with a brick wall on the right. The background is slightly blurred, showing an office environment.

**Embracing Foundational
Sales Strategies
in your Admissions Office**

4 Admissions Life Lessons

- 1 It's all about the family, not your school.
- 2 Facts are quickly forgotten, but stories are memorable & repeatable.
- 3 Parents buy experiences.
- 4 Stop telling, start selling.

Applies to all situations where a product or service may be chosen or purchased.



Summary of 7 Stages

- 1 **Prospecting** - identify your dream students
- 2 **Preparing to Connect** - reach out to parents
- 3 **Contacting and Qualifying** - learn about them
- 4 **Presenting your Product** - solve their problem
- 5 **Handling Objectives** - offer new perspective
- 6 **Closing the Sale** - offer enrollment contract
- 7 **Following Up** - seal the deal, gain referrals

① Prospecting

- **Personas – Ideal student & family**
- **Portrait of a Graduate**
- **Feeder Schools / Parishes**
- **Competition**



② Preparing to Contact

- Inquiry Form
- Emails
- Social Media Marketing
- Inbound Marketing
(Content Marketing)





State of Marketing Trends Report 2022

70%

**are actively using
content marketing**

Is your school following their lead?

Content Marketing

[SOCIAL MEDIA POST]

Key life skills your pre-teen needs to develop, and what you can do to help.

Download Tipsheet



[Blog Post]
EARLY CHILDHOOD

Content
Marketing



14 ESSENTIAL QUALITIES OF
A GREAT
EARLY CHILDHOOD SCHOOL

DOWNLOAD YOUR COPY TODAY!

[Website]

Download Your
Admissions
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Today!



*Download Your Admissions
Viewbook Today!*

Name*

Email*

Phone number

Select the Grade Level(s) You're Interested In*

- Preschool
- Lower School K-5
- Middle School 6-8
- Upper School 9-12

Areas of Interest

- Variable Tuition
- Extra Curriculars
- Spiritual/Character Formation
- Academic Excellence

Submit

**Content
Marketing**

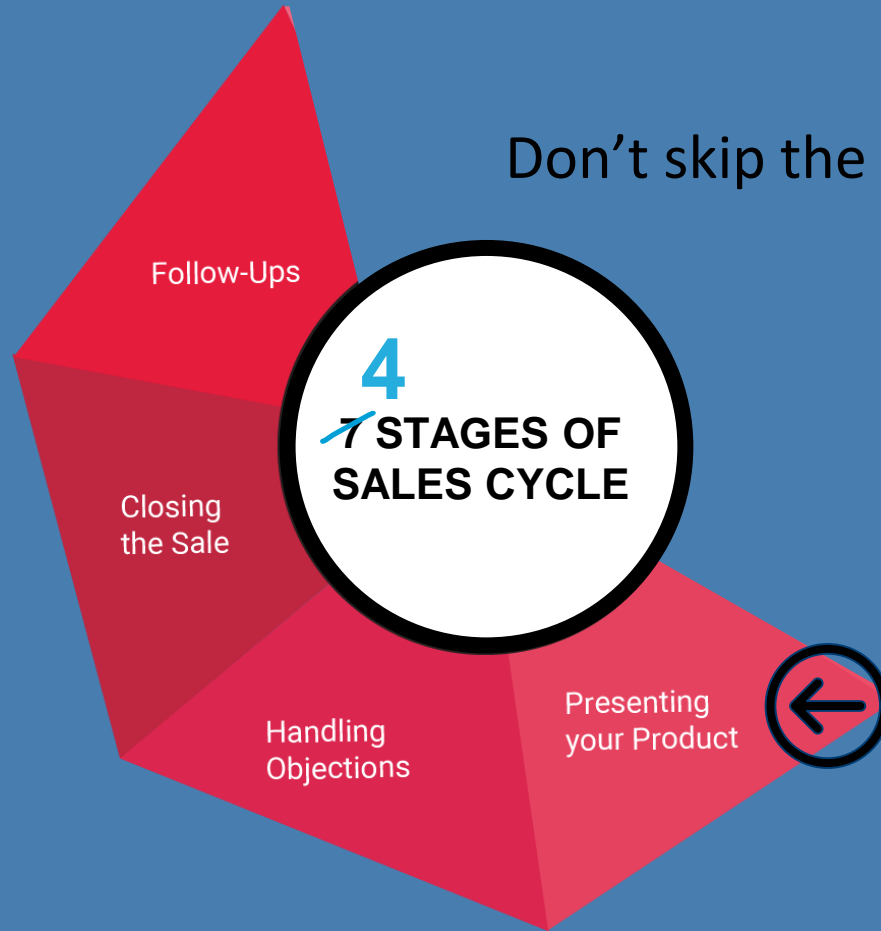
③ Contacting & Qualifying

What is your goal?



- Listen and Learn
- Identify their greatest Felt Need
- Verify minimum requirements
- Timing – this year or next?
- Decision Maker
- Key Influencer(s)

Don't skip the first 3 steps!



4 Presenting your Product

The Pitch



- Relate that you & your school are trustworthy, reliable, reputable
- Your school solves their named pain point
- Connect via storytelling about benefits

4 Presenting your Product



- *You want engagement!*
- Pitch something they can hit
- Invite them to try out (APPLY)
- Few positions available
- *“Step up and swing now!”*
- *“Coaches will work with you!”*

Don't miss this . . .

Enticing a family to *apply* – is not your end goal.

Offering enrollment is your closing step.

Signing a *contract and paying* is their “Yes.”



5 Handling Objections



- They are part of the process
 - Anticipate them and be ready
 - Know key buying signs
- “No, not ever” vs. “No, not now”*
- Every “NO” brings you one step closer to a “YES!”

5 Handling Objections

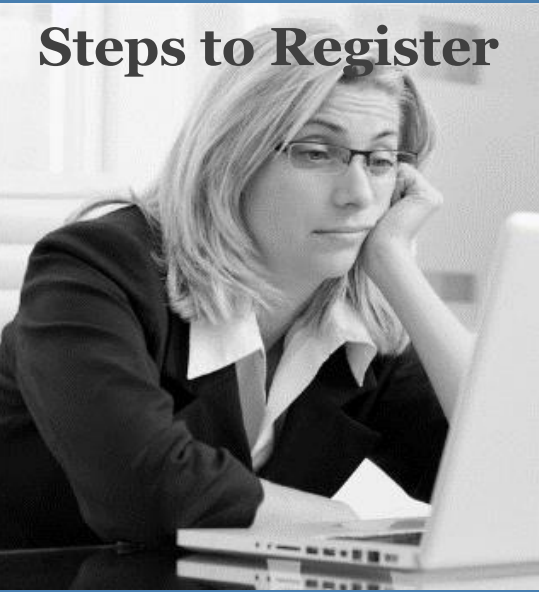
...New info helps them change their mind!



- Objections to **visiting**
- Objections to **applying**
- Objections to **enrolling**

⑥ Closing a Sale

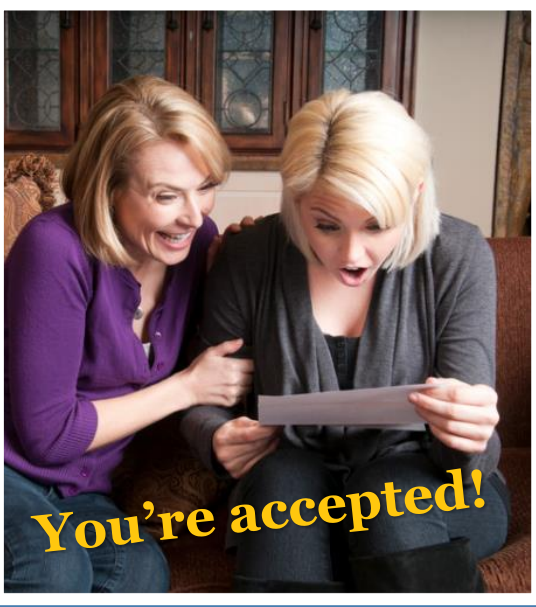
Steps to Register



What it should NOT look like

- Transactional
- Cookie cutter letter
- “To the parents of ...”
- Impersonal
- Open-ended offer

6 Closing a Sale



- Make it a celebration
- Congratulate the whole family
- Reiterate met needs and benefits
- Sense of urgency
- Make it personal

7 Following Up



- Send school merch
- Hold a yield event
- Post on social media
- Pictures with mascot
- Parent testimonial
- Ask for referrals

Is this your focus?

THIS IS **NOT** A SALES CYCLE

- 1 Holding Admission Events
- 2 Accepting Applications/Assessing Offering Enrollment

Closing the Sale

2

Presenting your Product

1

You can do better!



Make a plan

One Goal:

1.

3 Practical Action Plans:

1.

2.

3.

Resources for You

Hone your sales ability – read one of these:

- [How To Win Friends And Influence People](#) by Dale Carnegie
- [To Sell Is Human: The Surprising Truth About Moving Others](#) by Daniel H. Pink
- [It's Not All About "Me": The Top Ten Techniques for Building Quick Rapport with Anyone](#) by Robin Dreeke
- [How to Make People Like You in 90 Seconds or Less](#) by Nicholas Boothman

Follow Private School Thought Leaders:

[NCEA Talk](#) – articles & resources for Catholic schools

[SchneiderB Blog](#) with Brendan Schneider

[Enrollment Catalyst Blog](#) with Rick Newberry

[Enrollment Insights Blog](#) by Niche

[Enrollment Management Association News & Resources](#)



Enrollment Management

Let me help you improve your effectiveness.



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**Concierge level service is free for FACTS customers.
Schedule a consult with me.**



[Schedule now](#)

I offer professional development, best practice, and training for those who are navigating various admission roles in schools. Whether you have a couple of quick questions or desire an audit of your admission practice, it would be my pleasure to assist you.