



Become the Academic Institution of Choice. Empower admissions professionals with the confidence and competence to recruit prospective students and successfully guide them through the enrollment process. Learn a powerful student-focused communication strategy to effectively solve problems, handle objections, identify opportunities, and build strong relationships with students. Drive student enrollment success by mastering proven models and frameworks for getting to the heart of student needs. Equip admissions professionals with the skills needed to recruit more students, enhance overall effectiveness across all touchpoints, and optimize the student experience from recruitment to enrollee.

Our proprietary models and straightforward frameworks allow client-specific customization while retaining the integrity of our proven content. Carew facilitators create magic in the classroom by leveraging a variety of engaging learning strategies and modalities to educate, motivate and inspire. Participants receive highly relevant, immediately usable, and memorable training that profoundly impacts their skills, attitude, relationships, and success.

What You'll Learn



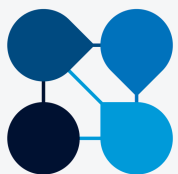
Aligning for Success

Learn an analytical model to objectively assess your current position with prospective students and your degree of influence with them. Discover ways to overcome communication barriers and gain insight into the student decision-making process and leverage it from a position of strength.



Prospect Identification & Student Perspective

Learn a results-producing model for becoming truly student-centric. Develop critical listening skills and techniques to ensure understanding of the student's perspective and development of benefit-focused recommendations that satisfy their needs. Recognize common needs, values, and motivations that affect the decision-making process.



Building the Relationship

Master a simple, defined, and repeatable communication process to fully understand student needs, perspectives, and challenges. Learn to handle objections and concerns in a way that overcomes resistance, de-escalates situations, builds and maintains relationships, and uncovers additional opportunities. This proven model gets to the heart of student needs while building trust, credibility, and rapport.

More →



Analyzing Student Environment & Value Creation

Learn a disciplined and flexible model that uncovers often hidden, but very real, student opportunities. Develop competency in gathering vital information, understanding student-perceived actual vs. ideal states, identifying areas of opportunity, and developing action plans.



Build & Present Solutions with Purpose

Leverage our proven solution building model to develop and deliver high-impact presentations that offer solutions and benefits that are student-focused. Learn to distinguish between Features, Advantages, and Benefits. Create and maintain preferred position during solution building presentations. Ask for the enrollment with confidence and improve the ability to activate next steps in the admissions process.



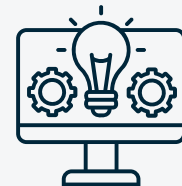
Program Benefits

- Increased enrollment rate
- Accelerated enrollment cycle
- Common language, process
- Student-centric culture
- Strong student relationships



Program Highlights

- Client-specific customization
- Proprietary process models
- Strategic Selling Plan system
- Videotaped skills practice
- Energy, interaction, fun
- Participant Certification



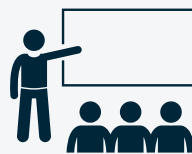
Reinforcement

- Personalized Smart Room
- Online LMS
- Thought Leadership
- Alumni Community Forums



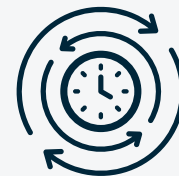
Who Should Attend

- Admissions Advisors & Leaders
- Recruitment Professionals
- Enrollment Specialist
- Retention Specialist
- Marketing Professionals
- Administrative Leadership



Delivery Options

- Live Onsite Instructor-led
- Live Virtual Instructor-led
- Custom Onsite/Virtual Blend
- Train-the-Trainer Certification



Program Duration

- Onsite: 2.0 days
- Virtual: 4.0 days | Two 2.0 hr. sessions/day