

The background of the image shows three hikers with large backpacks ascending a steep, rocky mountain trail. They are silhouetted against a bright, hazy sky at sunrise or sunset. The hiker at the front is pulling the others up with a rope. In the distance, a series of rolling mountain ranges are visible under the warm light of the low sun.

Making Disciples

ABHE ANNUAL MEETING

FEBRUARY 19-21, 2025

ROSEN PLAZA HOTEL | ORLANDO, FL

Tapping the Power of Academic Sales

DR. KEITH MOCK

Liaison International



Faulkner University

- Private, Christian University in Montgomery, AL
- Founded in 1942
- About 3,300 students overall – 1,100 traditional



Liaison by the Numbers

founded in
1990

500+
employees

1,500+
institutions

3,750,000+
applications per year

35+ Health
Professions
Applications

40+ Centralized application
services

30+ years of
experience

Headquartered in Watertown, MA

Additional office locations:
CA, PA, NY, SC, TX | United States



Understanding the Nature of Academic Sales

Rational vs Emotional

Academic Sales....

Isn't

- x **Selling a commodity**
- x **A temp transaction**
- x **Analytical**
- x **Quick**
- x **In a vacuum**

Is

- ✓ **Selling an experience**
- ✓ **A 'permanent' sale**
- ✓ **Emotional**
- ✓ **A long sales cycle**
- ✓ **Inclusive of all decision makers**

Aspects of Academic Sales - Know the Difference!

- **Managing the Prospect Pool**
 - ✓ Moving prospects through the funnel
 - ✓ Macro operations (viewing students as groups at stages)
- **Recruiting**
 - ✓ One-to-one comms with prospects/applicants
 - ✓ Relationships with parents and students
- **Promotions**
 - ✓ Partnerships
 - ✓ Outreach
 - ✓ Organizations

Listen and Learn... It's foundational To Everything Else

We don't understand

We use jargon

We use the wrong channels

We Must Listen To Discern Two Vital Elements

- Primary interest
 - What the student wants
- Dominant motive
 - Why they want it



Approaching Student Interactions (Calls...and Electronic!)

All calls should have:

1. **An Objective**

- Open house invitation
- Invite to apply for admission
- To gauge the student's interest

Approaching Student Interactions (Calls...and Electronic!)

All calls should have:

1. An Objective
2. **A Reason**
 - This is something that the student initiated
 - It disarms the student/parent

Approaching Student Interactions (Calls...and Electronic!)

All calls should have:

1. An Objective
2. A Reason
3. **A Purpose**
 - This is what you want to accomplish

Approaching Student Interactions (Calls...and Electronic!)

All calls should have:

1. An Objective
2. A Reason
3. A Purpose
4. **Fact-Finding Questions**
 - Open ended and aimed at discovering PI and DM

Approaching Student Interactions (Calls...and Electronic!)

All calls should have:

1. An Objective
 2. A Reason
 3. A Purpose
 4. Fact-Finding Questions
 5. **An Agreement**
- This way, we avoid being a 'used car salesman'

**Don't be afraid to
script your calls to
an extent.**

Caution: Emotional Content!

“You don’t recruit students because they understand the college, **but because they feel that you understand them.**”

-JML



Help and Lead....

Our actions make the difference.

Help your students understand
themselves and the process.



Categorical Student Motivators

- Love or friendship
- Convenience and comfort
- Enhanced quality of life (in and out of college)
- Increasing their earning potential
- Being cool



Thematic Problems Faced by Students

- Figuring out what they want to do/goals
- Accurately assessing their own capabilities
- Recognizing the benefits
 - Features
 - Benefits
 - Proofs

Thematic Problems Faced by Students

- Figuring out what they want to do/goals
- Accurately assessing their own capabilities
- Recognizing the benefits
- Distinguishing among the various options
- Reducing risks in making a choice
 - There is a risk associated with each choice

Thematic Problems Faced by Students

- Figuring out what they want to do/goals
- Accurately assessing their own capabilities
- Recognizing the benefits
- Distinguishing among the various options
- Reducing risks in making a choice
- Assessing cost vs. value

The Value Proposition

$$\text{Value} > \text{Benefit} - \text{Cost}$$

- What does the student truly value and why? (PI+DM)
- What do they perceive to be the benefits of attending?
- What are the costs?
 - Financial
 - Opportunity (convenience)
 - Law of exclusion (FMO)
- Are all decision makers present?

A photograph of a diverse group of business professionals in a meeting. A man with glasses and a beard, wearing a dark blue blazer, is smiling broadly and shaking hands with a woman whose arm is visible in the foreground. Another woman with dark hair, wearing a light grey blazer, is smiling in the background. The setting appears to be a modern office or conference room with blurred lights in the background.

It's All About the Relationship

It's not transactional.

Relationship Trumps Transaction

Your Relationship With the Student

- What do I know about them?
 - Favorite school subjects
 - What they do in their free time
 - Hobbies and interests
 - Aspirations
 - Challenges
- Do I know PI and DM?
- Do I really care?
- Have I heard the unasked questions?

Your Relationship With the Student's Circle of Influence

- Friends
- Family
- Guidance counselor
- Minister/Pastor

Connecting the Student

- With other students (incoming and current)
- With applicable faculty and staff
- With coaches
- With alumni



It's Incremental....

Enjoy the small wins.

Not built in a day



Setting the Right Goals Based on Past Performance

Reachable but stretching

Do You Have Goals?

I mean really...

- By counselor/area?
- By program?
- By month?
- By week?

Setting the Right Enrollment Goals

Based on accurate data...

Your historical data are very good indicators and must be heavily considered!



What if I Don't Have Any Data??

- Derive from old records
- Note average conversion rates and extrapolate
- Benchmark...and don't be afraid to add!



Who Sets Your Goals Anyway?

Your methods to arrive at and articulate your goals are very important!

- Public goal
- Budget goal
- Stretch (office) goal



To Build the Right Plan, Begin With the End in Mind.

- How many students do you want to enroll overall?
- How many students do you want from each territory?
- Are you being tasked to shape enrollment in any way?
- Have you considered all the variables?
- Is your goal appropriate? (Stretch vs. Budget)

Consider:

Your budget vs. historical budget

Enrollment numbers from previous years (3-5)

Conversion Rates

- Prospects
- Inquiries
- Applicants (complete and not complete)
- Acceptances
- Deposited (registered)
- Enrolled

Consider:

Your Market Share and Admission Criteria

External pressures

Program (majors) - anything new?

Athletics! (mix and roster)

Retention

Your budget for comms and operations

Your staff

Housing availability

The campus environment

**Do you have the
resources you need to
get the job done?**

Remember, it's Enrollment Mangement Management

		Before	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total	#	Matr %	Matr Goal
Application	24 Goal		6	8	9	6	7	10	9	8	9	8	5	5	90		33%	30
	24 Actual	10	4	5	7	3	8	5	9	8	7	6	5	5	82	28	34%	
	25 Goal	11	4	7	8	5	9	11	12	10	11	9	7	7	100		30%	30
Interview	24 Goal		5	7	6	5	5	6	7	6	6	5	3	3	64		47%	30
	24 Actual	6	2	2	4	3	5	2	4	4	3	3	2	2	42	28	67%	
	25 Goal	3	5	7	6	5	5	6	7	6	6	5	3	3	64		47%	30
Campus Visit	24 Goal		3	4	5	2	5	5	8	6	5	4	3	3	53		57%	30
	24 Actual	4	4	5	4	2	6	7	7	8	4	3	2	2	58	28	48%	
	25 Goal	5	3	4	5	2	5	6	9	7	4	3	3	3	54		56%	30
Accepted	24 Goal		4	4	5	3	6	7	5	5	6	5	3	3	56		54%	30
	24 Actual	5	2	3	4	2	4	6	3	5	6	3	3	3	49	28	57%	
	25 Goal		4	4	5	4	5	8	4	5	7	6	5	3	60		50%	30
Registered	24 Goal											14	17	2	33			
	24 Actual											12	15	5	32			
	25 Goal											15	15	5	35			
		Sally's 2025 goal								30								

Lean On Your Consistent Weekly Report

Projections for 2025 Fall Freshmen									
2/17/25									
FRESHMEN	Current 2025	Last Week 2025	Same Week 2024	Same Week 2023	Final 2024	Projected 2025	Goal 2025	+/- Goal	+/- YTD
Inquiries	800	760	725	700	1600	1675	1800	-7%	9.4%
Conv. Rt. to Applicants	11.9%	11.8%	11.2%	11.3%	11.1%	11.8%	10.3%	1.5%	0.7%
Applicants	95	90	81	79	178	198	185	7%	14.7%
Conv. Rt. to Accepts	22.1%	22.2%	22.2%	22.8%	75.3%	75.2%	74.1%	1.1%	-0.1%
Accepts	21	20	18	18	134	149	137	8%	14.3%
Conv. Rt. to Deposits	4.8%	0.0%	5.6%	0.0%	48.5%	47.7%	54.7%	-7.0%	-0.8%
Deposits	1	0	1	0	65	71	75	-6%	0.0%
Conv. Rt. To Enrolled	100.0%	0.0%	100.0%	0.0%	107.7%	107.7%	97.3%	10.4%	0.0%
Yield (Accept to Deposit)	4.8%	0.0%	5.6%	0.0%	52.2%	51.4%	53%		
Active Deposits	1	0	1	0	70	77	73	6%	0.0%
TOTAL REGISTERED (FR)	0	0	0	0	362	-			
FR. projection with conservative yield							77	0%	

How Can You Predict Your Class?

Applicant Log for Pluto the Pup										
<u>Recruiter</u>	<u>Fname</u>	<u>Lname</u>	<u>Inq Date</u>	<u>App Date</u>	<u>Acc Date</u>	<u>CV Date</u>	<u>Int Date</u>	<u>FA Award</u>	<u>Deposit</u>	<u>Registered</u>
PTP	Mickey	Mouse	9/1/24	9/3/24	11/3/24	6/5/24	6/5/24		1/25/25	
PTP	Donald	Duck	3/2/24	3/2/24	5/14/24					
PTP	Ludwig	Von Drake	10/24/24	11/5/24						
PTP	Goofy	Dawg	1/25/25	2/1/25	2/2/25					
PTP	Minnie	Mouse	12/10/24	1/5/25						

Knowing Your Academic Programs

Selling the sizzle with stories.

THE NEW YORK TIMES BUSINESS BESTSELLER

SELLING THE INVISIBLE

*A Field Guide
to Modern
Marketing*

*"The one
book on marketing
I'd have if I could
have just one.
A CLASSIC."*
—HARVEY MACKAY

HARRY BECKWITH

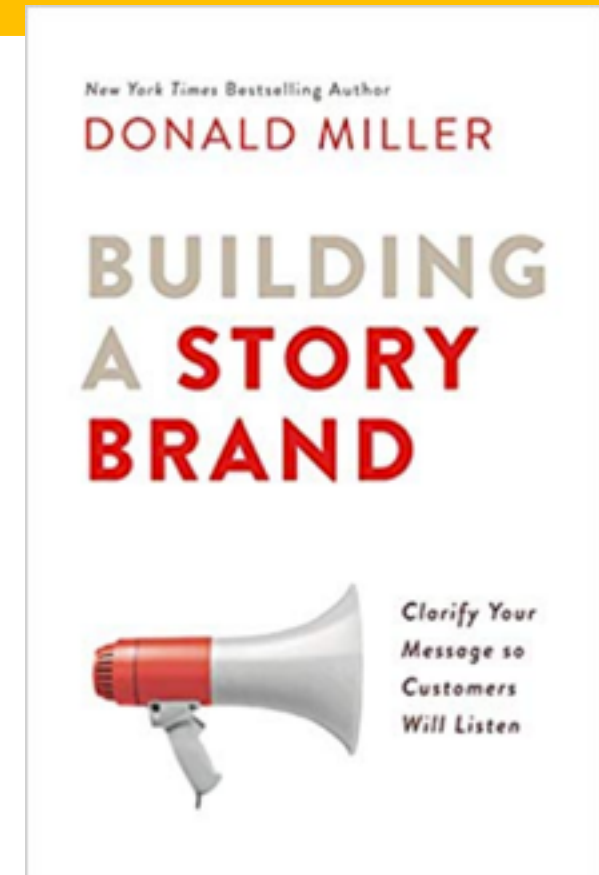
We Are Truly Selling the Invisible

- Services are intangible - their quality varies
- Be proactive and ready to take action - not just to plan
- Customer choices are irrational
- Turn your service into a brand

They Are Brand Managers

- ➔ A Hero
- ➔ Has a problem
- ➔ And finds a guide
- ➔ Who gives him a plan
- ➔ To avoid catastrophe
- ➔ And end in triumph

Tell your story
with clarity.



Have a Story for Each Part of the Campus Tour



Methodology and Modality

True Omnichannel Marketing

It's not just one email, it's a combination of all interactions.



Four Keys to Success With Omnichannel Marketing

- Immediate
- Relevant
- Automated
- Trackable



Incorporate Personalization Into an Omnichannel Plan

- Better customer experience and increased customer loyalty
- Better brand recognition
- Better business analytics

Making that personal Stephens connection, even with their pet!



Re-Think How You Are Telling Your Story



Telling the Truth About What Doesn't Sell

Out of date programs

Why Are They So Hard To Sell?

A rose by any other name.....

Who's teaching these classes anyway?

Are the classrooms in the basement?

Has anyone asked about this major lately?

Pull the data, convince the brass.

Some Resources for you....

Scan to experience Immediate response



Scan to request an enrollment workshop



Thanks for Coming!

Dr. Keith Mock

AVP for Enrollment Marketing Consulting

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