

Selling Careers to a Highly Employed Market, Oregon Career Center Turns to Enrollment Resources for Solutions

Challenges Faced by New Horizons Career Center Before Working with Enrollment Resources:

- Lead Generation
- Selling Techniques
- Lack of training for Account Executives

President of New Horizons Career Center Valerie Thibeau discusses working with Enrollment Resources to combat the challenges facing her school: “I began working every month with Gregg and Shane and analyzing what we were doing and developing projects in the system. We put some systematic things in place so that lead generation would happen and we’d be better at what we do.”

To address Thibeau’s immediate problem of Lead Generation Enrollment Resources wrote several ads for New Horizons Career Center and helped Thibeau test them in appropriate media sources. Additionally ER created landing pages for the New Horizons website with a sign-up offer in order to allow New Horizons to capture and fully capitalize on all generated leads.

To address issues of selling and admissions Enrollment Resources conducted a Mystery Shop of the New Horizons sales representatives. During a Mystery Shop, individuals assume different identities then call and email a school to inquire about their programs. The calls are recorded for analysis by Enrollment Resources and then results are shared with the client.

Prior to working with Enrollment Resources Thibeau was unfamiliar with the common pitfalls and issues facing the career college industry. “I’ve come to understand that there are some commonalities; that as a career school, some issues are the same for me as they are for other careers schools, some things that are a problem are universal and it’s not just me.”

Thibeau describes her experience with Enrollment Resources as “a joy.” “It’s very easy to understand and implement on our end. It’s not an exorbitant fee and it’s helping me stay on task.”

The difference Thibeau found with Enrollment Resources was their dedication to providing her the tools to help herself. “I like the overall commitment that Shane and Gregg have to teach me how to do it, and not just do it for me. I think that’s important. I don’t want to be dependent, I want to be trained.”

When asked about her overall experience with Enrollment Resources Thibeau added “everyone I work with there is a joy, they are very, very, very pleasant.”

WWW.EnrollmentResources.COM