

# Beauty School Invites Enrollment Resources to Dinner, Increases Profits

*Question: What does a small town Cosmetology school in Duncan B.C (population 5000) have in common with an exclusive Swiss Spa?*

*Answer: Enthusiastic owner Andy Rohner.*

Andre and wife Karin Rohner have owned and operated many spas, including an exclusive Swiss retreat. Most recently they turned their talents and passion for the Beauty Industry to the Vancouver Island Professional (VIP) School of Hair & Esthetics in Duncan B.C.

Despite incredible knowledge of the industry and an eagerness to train others, the Rohners found they had trouble attracting prospects to their school. “We did not know how to organize different advertising structures, what makes sense and what doesn’t, where we should concentrate our money, our energy and so on,” says Andre.

That’s when a colleague recommended Enrollment Resources. From their initial meeting with Enrollment Resources co-founder Shane Sparks the Rohner’s have taken steps to systemize their overall marketing and admissions process. “Enrollment Resources helped us identify the problems in how to attract more business, making steps which have been very well guided and explained by Shane and everyone involved with the process so I could understand it and put numbers towards certain problems such as what we are going to lose if we don’t do something like the free tour,” said Andy.

Enrollment Resources also generated immediate results for VIP with 3 ads they developed as well as Press Release for the school. Commenting on the results of ER’s writing efforts Andy said, ***“within a short time we had several referrals and those 4 people signed up and are in class now. That was really something, I’m very happy about it.”***

Additionally Andy praised Enrollment Resource’s commitment to “de-mystifying marketing,” to providing clients the knowledge and tools to take action themselves and not be wholly reliant on outside vendors. “Enrollment Resources knows the market and have language so normal people like myself understand it. That’s very important. We identified many situations we could help to attract better and focus on the student’s needs in advertisements and not what I want to see in the newspaper about us and that has been a big learning curve for us but it proved with those 4 enrollments we got in such a short time that it’s really true and we just need sometimes to have someone like Enrollment Resources to think outside the box.”

The Rohners found an ally in Enrollment Resources. More than increasing enrollment, ER fostered a working relationship with VIP that did not go unappreciated by Andy. “We still have to go through loopholes but it feels so much better when you know somebody is on your side and gives you honest opinion and that is what I have found with Enrollment Resources. It has been a sincere relationship and that is something very important these days.”

Andy even put forth this generous offer, “If somebody would ask me if I would like to see anyone with ER, Shane or Gregg, in a private manner inviting them to my home or over for dinner or out on the sailboat I would say absolutely.”

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