



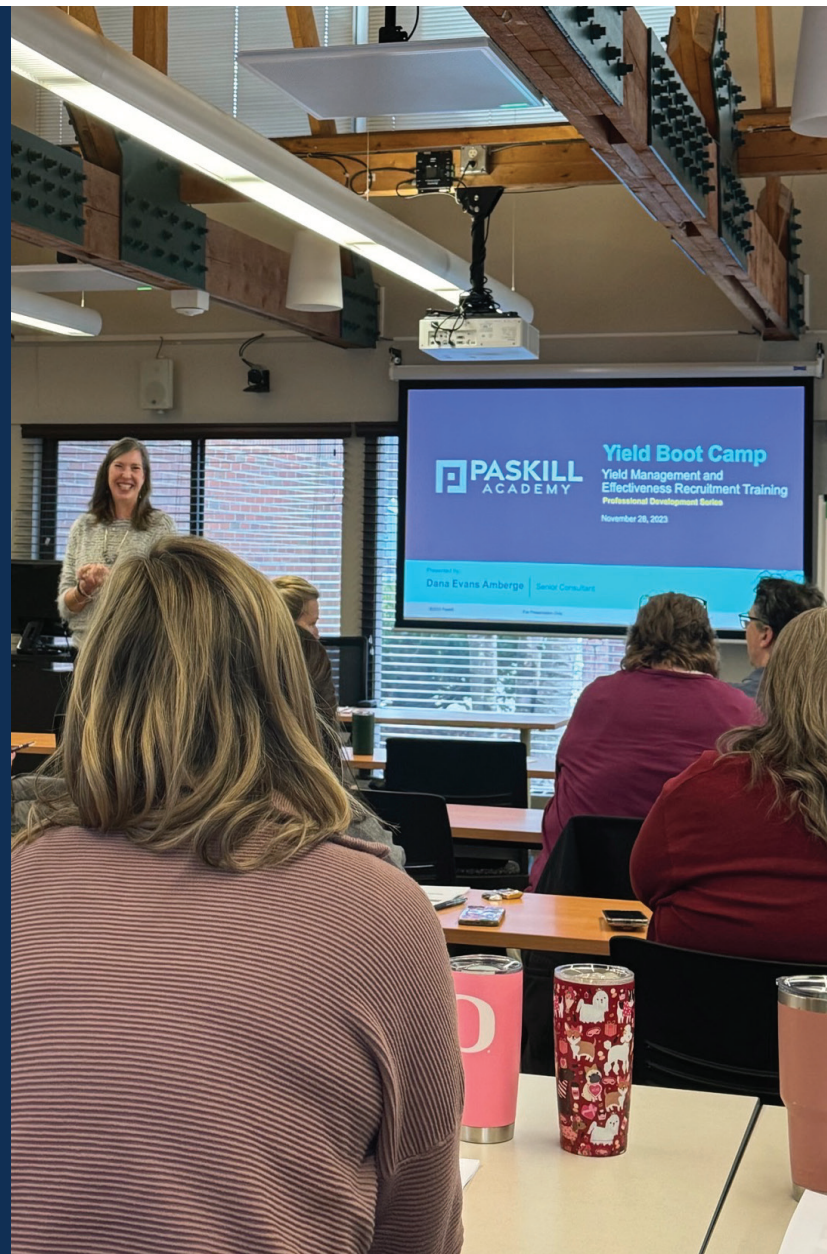
2024 Yield Boot Camp Training Workshop

A better yield is possible with staff development

We know getting applications isn't always the problem. The real challenge is converting applications into enrolled students. Paskill Academy's two-day workshop teaches hands-on skills to improve your recruiters' interactions with applicants, admitted students and families.

Boot Camp Key Benefits

- Enhance team's recruitment skills
- Improve conversion rates and enrollment
- Boost confidence in closing deals and overcoming objections
- Elevate engagement with students, parents, and families.
- Focus on high-yield strategies and articulate your value proposition



Boot Camp Agenda Highlights

Day 1 / Training Workshop

- Academic marketing
- Relationship building
- Closing techniques
- Prospect management
- Handling parents/families
- Adult learners
- Competitive analysis
- Value proposition
- Campus visits
- Proactive recruiting
- Yield programs
- Early registration
- Overcoming objections
- Social media

Day 2 / Consulting & Strategy

- Evaluate current strategy
- Receive actionable recommendations



Logistics

- Workshop cost: \$6,000-6,750, plus travel expenses
- Customized to your specific needs
- Attendees: Admissions team, directors, VPs of Enrollment, and more

ROI Consideration

- If just one recruiter enrolls an extra student, all cost of the boot camp is covered



What is Paskill Academy?

Admission and enrollment efforts require campus-wide support. But higher education admissions counselors, staff and faculty often don't get the training they need to make an impact. That's where we come in.

Paskill Academy offers professional development workshops that support recruitment, yield and brand-building strategies. The program is developed by enrollment consultants at Paskill, the higher education marketing agency.



Dana Evans Amberge and
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Paskill Academy Boot Camp
Instructors

Have more questions?

Want to know more about booking our team?

Learn more at paskillacademy.com