

Strategic Sales for Colleges &
San Antonio College
August 23, 2010

Location:

Advanced Technology Center

Room 100

Here is the link to the facility: <http://www.alamo.edu/ewd/Advanced.asp>

It is located on the old Kelly Air force Base, now known as Port San Antonio.

Registration Form

Name:				
Title:				
Organization:				
Office Phone:				
Office Fax:				
Mailing Address:				
E-mail:				
Paying \$219 with PO:				
Bill by College \$219:				

Visit StrategicSalesforcolleges.com for pre-work assignment or other tools.	“Education Excellence for Fitness Processional” witseducation.com
E-mail Registration Forms to:	Hightowers3@verizon.net
Questions?	Please call Trenton Hightower, Instructor and Author of “ <i>Field Trip 101</i> ” (804) 332-1071

E-Marketing/ Sales for Community Colleges

Day 1

Morning: 9:00 am to 12:00 pm

All E-Strategies will be included

E-Communication that leads to sales
Website-What it should do today
LinkedIn-Communication tool
You Tube-Visual Tool with emotion
Email 1 - Communication tool
Twitter - Must be a target effort
Organize and move forward
Internet etiquette

Leading/Managing and Sales Planning for Contract Training

In this module, we will explore getting “buy in” from your customers, instructors, partners, suppliers, and the college community. The process of big win and little win is the negotiation power you need with all the people and systems between you and your goal. Negotiation is the tool we all need to master and use each day. We will review a planning model for contract training and identify the important role that sales plays; along with advertising, public relations, and publicity.

Planning for Your Contacts

In this module, we will explore the four simple steps of the contact process. You will understand ideas for opening and reopening your agenda for each call, the questioning flow for contract training which leads to learning outcomes for each customer, how to overcome procrastination, and the use of four kinds of evidence. All of this leads to contracts and satisfied customers in the community.

Afternoon: 1:00 to 3:30 pm

Adding Value and Activity for the Contract Process

In this module we will practice and review some best practices of training and development. You will learn how to develop training plans for management skills, computer skills, job specific skills, and employee development plans. We will cover different modes of instruction from stand up, live video, and on-line. The idea of your unique proposition will be identified and used to motivate your customer to buy.

Putting the Process into Action, Evaluation, and Next Steps

Now that you understand the planning activities that lead to contracts, we will put each of the four simple steps into practice. We will place an emphasis on your courses, programs, and tools from your organization. This module will give you the opportunity to practice and use the skills from the past three modules.