

STRATEGIC SALES FOR COLLEGES

MAY 10 & 11, 2010

INDIANAPOLIS, INDIANA

Strategic Sales for Colleges focuses on everything you need to know to sell higher education to business and industry. With methodologies tied to marketing strategies, the Strategic Sales course teaches the practical tools and how-to strategies needed to position yourself as the business community's preferred training partner. Take home tried-and-true techniques to drive sales, boost revenue and increase customer satisfaction from some of the nation's top professionals.

Day 1

Objectives:

- Understand contract training in the context of higher education.
- Learn & practice contract training sales tools.
- Understand the contract training sales cycle.
- Understand the power of evidence.
- Get "buy-in" from your customers, instructors, partners, suppliers and the college community for your contract training services.

Learn how to:

- Use proven sales methodologies tied to marketing strategies.
- Apply four simple steps in the contact process.
- Open and re-open your agenda for each call.
- Overcome procrastination.
- Direct questioning flow to reach learning outcomes.

Day 2

Objectives:

- Practice & master the sales flow & practice overcoming objectives.
- Review common language for contract training.
- Build value-added selling concepts with evidence in mind.
- Learn goal-setting & accountability activities that contract training managers need to know.
- Put the process into action with tried-and-true, how-to techniques and strategies.
- Practice & review some of the best training and development exercises.
- Learn how to develop training plans for management skills, computer skills, employee development & job-specific skills.
- Explore modes of instruction including stand up, live video and online.
- Apply the four simple steps in a presentation.

Previous attendees have said:

"I have been in sales and training but this really helped me to apply these skills to higher education."

"Trenton's enthusiasm and presentation skills make him the one of the best presenter's I have seen and heard"

"Great networking and idea sharing from different colleges."

The Agenda (all times are EASTERN):

May 10th

Check-in begins 9AM

Training session 10AM- 5PM

May 11th

Training session 9:00 AM – 4PM

Cost:

\$210 for Indiana Council for Continuing

Education members

\$220 for Non-members.

Includes all materials, breaks and lunch both days.

Evening meals are on your own.

The Location:

All sessions will be held at the Vincennes University Aviation Tech Center, Indianapolis, Indiana.

The facility is adjacent to the Indianapolis Airport and close to the recommended hotel.

For map and directions go to:

www.aviationtechcenter.com/about/directions.html

Lodging:

Rooms are provided at a special rate of \$99 at the Crowne Plaza-Airport. Check-in time is 3PM. Call hotel reservations at 317.244.6861. Our group code is **I 68**. For hotel details go to your favorite browser and type in "Crowne Plaza Indianapolis Airport."

Transportation:

Free shuttle is available from the Airport to the Crowne Plaza. A free limited shuttle service will be provided to the classroom at the VU- ATC.

Need additional information?

Contact Jim McFaul at jmcfaul@vinu.edu or call 1.800.809.8852

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BONUS on Day 2:

An added bonus on Day 2 will explore e-learning strategies to increase your on-line program enrollments. We will share planning for e-learning, develop e-learning measures, and evaluate e-learning outcomes – all to build a suitable process. We will need to keep in mind that we will then need to sell the program to our existing customers and open up a new on-line market. Selling on-line is out there everywhere from e-bay to Craigs lists. In this session, you will learn how to find e-selling opportunities that take little time. Let “Strategic Sales for Colleges” do the research to assist you in getting the answers. Undoubtedly, you will leave this session with a Strategic Selling/Marketing plan.

Learn about:

- The latest LMS development ideas
- Ideas for developing and pricing e-learning for business
- How to use the testing process for best results
- Instructor management
- Using the web to educate and communicate
- On-line contract selling
- How to sell e-learning to any customer
- Professional social networking and selling on-line
- Customer contacts and developing a communication plan
- Webinars and e-selling
- Online newsletters and communication plan
- Video streaming, I-pods, and Blackberrys/Treos

Presenter: Trenton Hightower

Trenton began his career as an instructor with the world's largest, privately-held provider of leadership skills training in the world. He spent six years as the Manager of Training and Workforce Development at Finger Lakes Community College in New York. He spent seven years at Frederick Community College as the Associate Vice President for Customized Training. Trenton currently manages over a million dollars worth of training programs for local business, industry, and government agencies.

A contributing author to the League for Innovation in Community Colleges, NCCET, Community College Times, Community College Week, Trenton also writes a regular column on best training practices for Frederick Business Week. He serves on the Board of Directors for NCCET. He holds a bachelor's degree in Communications and Public Relations, and a master's in Administration.

For the latest from Trent Hightower go to: www.fieldtrip101.com

Offered in cooperation with Vincennes University
Jasper Campus and the
Indiana Council for Continuing Education

Strategic Sales for Colleges

Registration Form

Please print or type; one form per person

(Duplicate as needed)

Name _____

Title _____

School _____

Address _____

City/State/Zip _____

Daytime Phone _____

Fax # _____

E-mail _____

Please enroll me for:

Strategic Sales for Colleges

Fee: \$210 Indiana Council for Continuing
Education Member

Fee: \$220 Non-ICCE Member

**Special discount!! Register a colleague from
your college and they may come for only \$39!**

(Registrations must be received together)

Total payment due is: \$ _____

Enclosed is my check or money order,
payable to: *Vincennes University*

Purchase order number: _____

Please charge my: _____ VISA

_____ MasterCard _____ Discover

Account # _____

Ex. Date _____

Return form and payment to:

Vincennes University Jasper Campus
Continuing Education
850 College Avenue
Jasper, IN 47546

or

fax your registration, accompanied by complete
credit card information to 812.481.5956.

LIMITED SEATING. REGISTER NOW!!

