



ValueBased

ENROLLMENT METHODOLOGY



INTRODUCTION

The Value Based Enrollment Methodology is a consultative "rolling" approach consistent with the ethics and ethos of Higher Education. It's aligned with the notion that an Admissions Counselor is an advisor, counselor and educator.

STEP #1



ALIGN ALIGN 01

Value Based trainers help align your Enrollment Cycle to the Prospective Student's (PS) Buying Cycle to increase yield.

STEP #2



MEASURE MEASURE 02

Value Based trainers establish, track, and coach consultative sales best practices proficiency rates for each stage of the Enrollment Cycle for each Counselor.

STEP #3



ESTABLISH ESTABLISH 03

Value Based trainers train Admissions Counselors to establish trust and confidence with Prospective Students and their families through personalized, transparent relationships.

STEP #4



DISCOVER DISCOVER 04

Value Based trainers coach Admissions Counselors to qualify the prospective students for People-Use-Money and Needs (Value Motivators).

STEP #5



MATCH MATCH 05

Value Based trainers help to match each school's Value Givers with the prospective student's Value Motivators.

STEP #6



CREATE CREATE 06

Value Based trainers coach Admissions counselors to create and execute VRs (Valid Reasons to Contact) during strategic stages of the enrollment process (e.g. Financial Aid & Close).

STEP #7



MASTERY MASTERY 07

Admissions counselors gain an increased level of competency in 33 Value Based, Consultative Sales Best Practices.

STEP #8



OFFER OFFER 08

Student enrolls! Value Based is committed to helping Admissions Counselors help their schools increase enrollments and tuition revenues by improving their competency to execute the 33 Value Based, Consultative Sales Best Practices. We also help Schools attract and increase the number of best fit, qualified prospective Student Inquiries that lead to submitted and accepted Applications for less cost than before.



READY TO START?

Want to learn why universities like George Fox University implemented Value Based Enrollment Training for their Admissions Counselors, almost doubling their per counselor average yield? Call 888.557.1873 or send an e 888.557.1873 mail to info@valuebased.com.



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