



STRATEGIC SALES FOR COLLEGES

LEARN VIRTUAL SALES
TRAINING FOR REMOTE OR
HOME OFFICES

Three 2-hour sessions focusing on everything you need to know to sell higher education to business from a remote site. With methodologies tied to marketing strategies, the Strategic Sales course teaches the practical tools and how-to strategies needed to **position your college as the business community's preferred training partner**. Take home tried-and-true techniques to drive remote sales, boost revenue and increase customer satisfaction.



INSTRUCTOR:

TRENTON HIGHTOWER

JANUARY 28TH • 1PM TO 3PM EST

FEBRUARY 4TH • 1PM TO 3PM EST

FEBRUARY 11TH • 1PM TO 3PM EST

6 HOURS OF LIVE TRAINING WITH
FEEDBACK FROM OTHERS DOING
THE SAME WORK IN OTHER STATES.

REGISTER:

804-332-1071 OR
TRENTONHIGHTOWER@VERIZON.NET

Session One: January 28th, 1:00PM to 3:00PM EST

Objectives:

- Review virtual sales for contract training in the context of higher education
- Practice contract training sales tools
- Discover the contract training sales cycle
- Demonstrate the power of virtual evidence
- Get “buy-in” from your customers, instructors, partners, suppliers and the college community for your contract training services
- Apply four simple steps in the contract process
- Use the four kinds of evidence

Session Two: February 4th, 1:00PM to 3:00PM EST

Objectives:

- Practice and master the sales flow – Virtual and Face-to-Face
- Practice overcoming objections – Virtual or Face-to-Face
- Review common language for contract training
- Build value-added selling concepts with virtual evidence in mind
- Learn goal-setting and accountability activities

Session Three: February 11th, 1:00PM to 3:00PM EST

Objectives:

- Build virtual communications plan
- Develop customer lists and how to manage calls, emails, and text
- Review advertising that is cost effective and manageable for a small team
- Learn about publicity that leads to sales online and in-classroom
- Create promotions and events that lead to sales
- Practice virtual sales planning for the year!

We will explore e-learning strategies to increase your online program enrollments. We will share planning for e-learning, develop e-learning measures, and evaluate e-learning outcomes; all to build a suitable process. Keep in mind that you will then need to sell the program to existing customers and open a new online market using social media planning. In this session, you will learn how to find e-selling opportunities. Let "Strategic Sales for Colleges" do the research to assist you in getting the answers you need so that you will leave this session with a Strategic Selling/Marketing plan.

If you are not able to schedule this virtual session, please ask about 1:1 virtual training/coaching session.

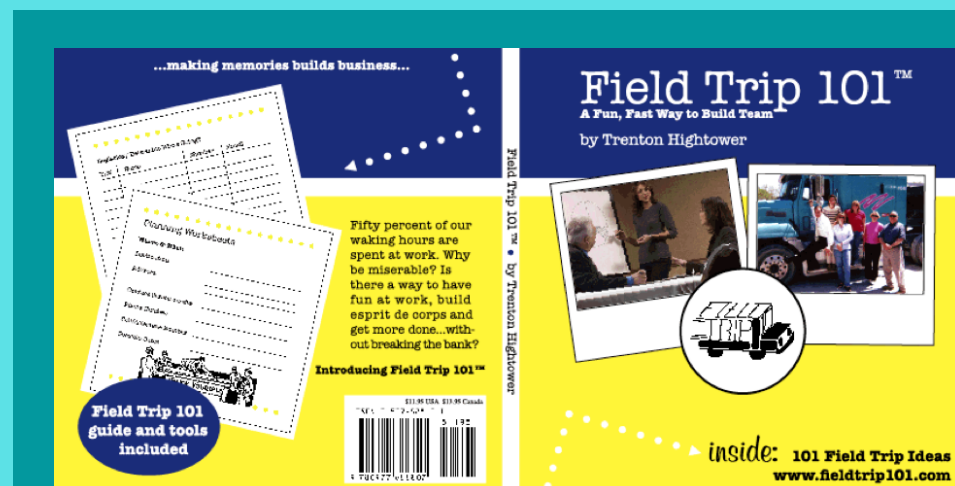
804-332-1071 TrentonHightower@verizon.net

BIO FOR TRENTON HIGHTOWER:

<http://www.linkedin.com/in/trentonhightower2020>

Trenton Hightower has spent over twenty five years working in leadership at community colleges. He spent six years, as a Coordinator/Manager at Finger Lakes Community College, seven years as AVP for CE at Frederick Community College, and seven years leading Virginia as the Assistant Vice Chancellor for Workforce Development for all twenty-three community colleges. Over the last six years, he has led virtual college courses, and is currently the CEO at GradCast.com. Trenton also founded Strategic Sales for Colleges in 1996.

Trenton is also the author of the book, Field Trip 101 – An Approach to Team-Building, and President of Strategic Solutions for Colleges. He is a past board member with the YMCA, NCCET, LERN and local Chamber of Commerce. Trenton holds a Masters in Administration of Higher Education and is ABD/EdD in Organizational Leadership.



Some clients who have benefited from Strategic Sales for Colleges since 1996:

Austin Community College, TX

Penn State, PA

Davenport University, MI

Valencia Community College, FL

Cal State, CA

Borough of Manhattan Community College, NY

Casper College, WY

Mount Aloysius College, PA

Raritan Valley Community College, NJ



Training provided for statewide training include:

Louisiana, North Dakota, Minnesota, Wisconsin, South Carolina, Ohio, Texas, Alabama, Oklahoma, North Carolina, Maryland, and Virginia.

**Put the process into action with tried-and-true,
how-to techniques and strategies.**