



Enrollment Master-Plan

Expert-Level Enrollment and Admissions Strategy



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RECAP OF DAY 1

What did you learn yesterday that you can apply in your school right away?

[Resources](#)



Day 2

In This Training:

**How to turn every enquiry into
confirmed enrollment**

01 Effective Communication

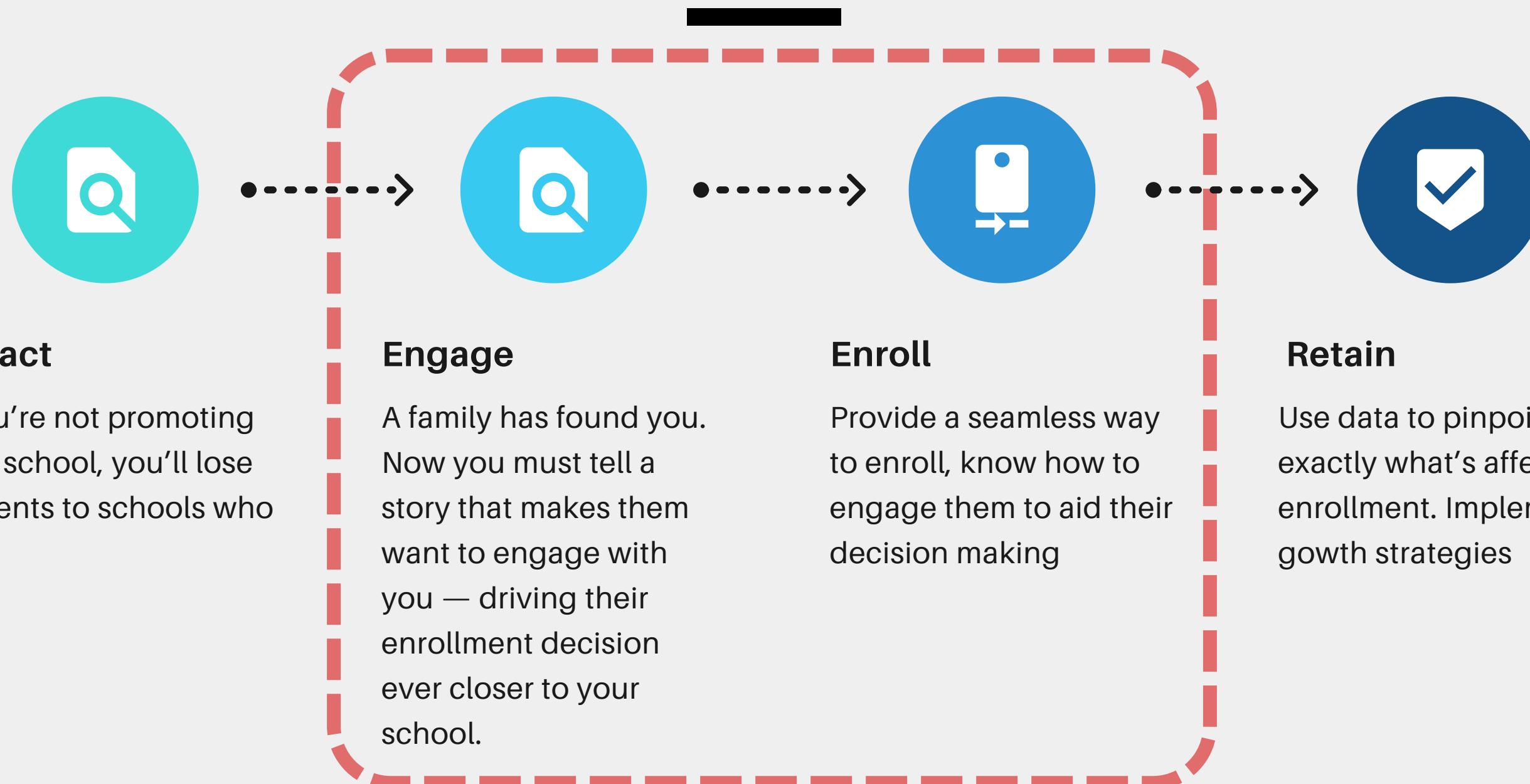
02 Effective Communication Strategies

03 Practical Examples & Interactive Workshop

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Strategic Enrollment Process



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Simplify Your Admissions Process

Let's Discuss

- Walk us through your admissions process with a parent, all the processes involved from inquiry till the parent enrolls the child or not
- What are some of the questions that parents ask when they come to make enquiries?

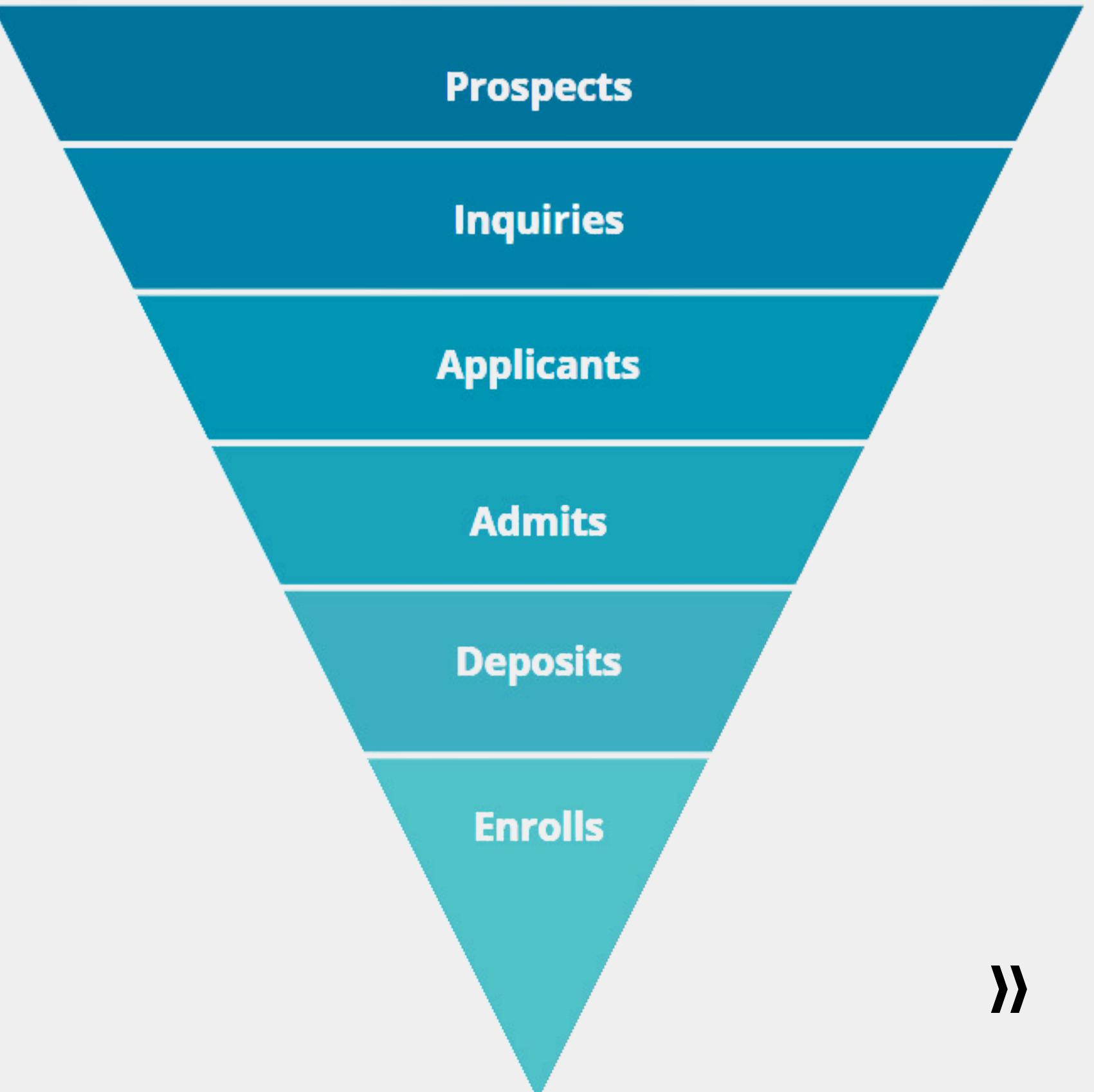


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Make Or Break!

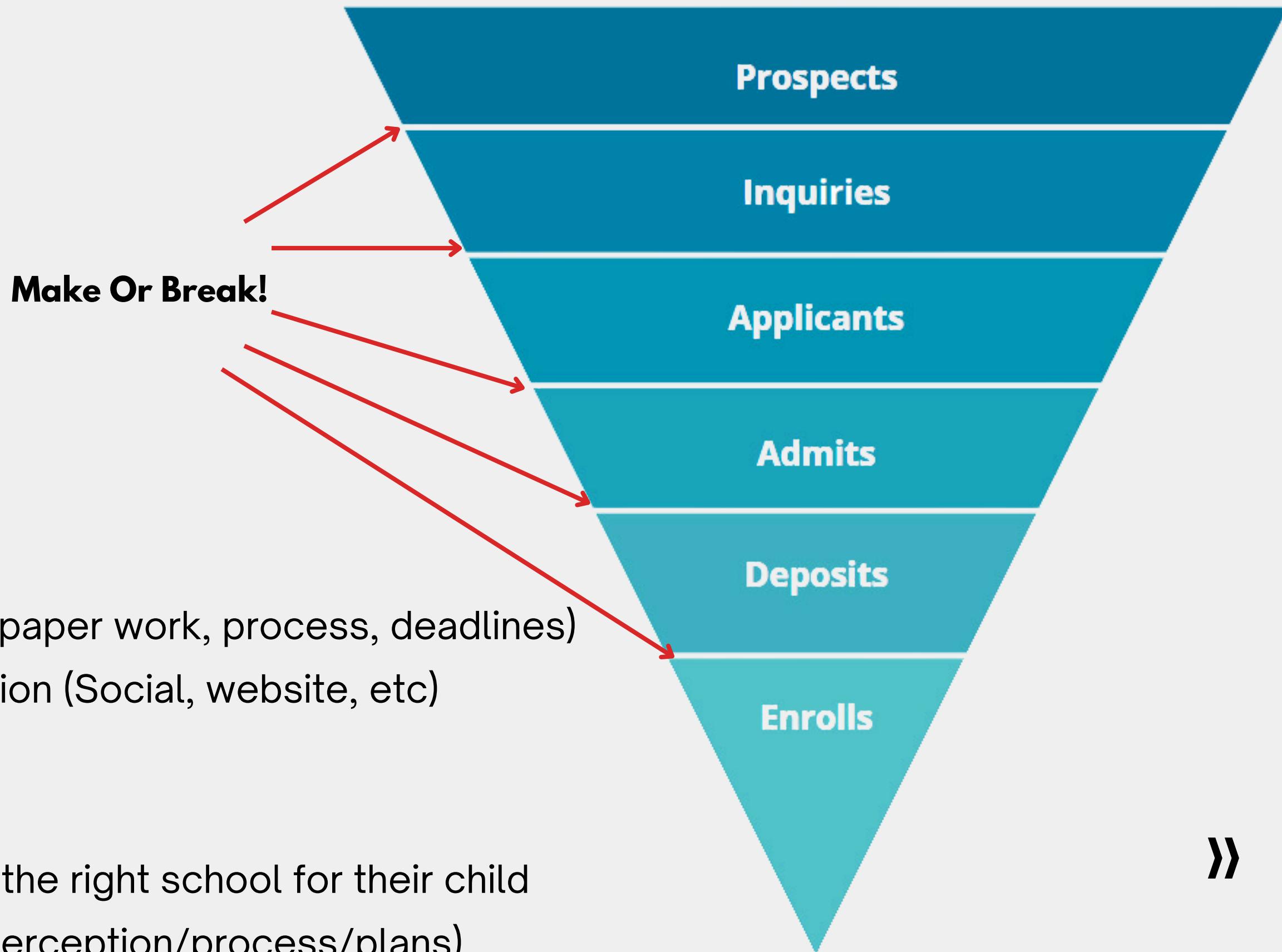
Let's discuss

- Why do parents delay in enrolling their children in your school?
- What are the things that turn parents off about your school?



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Things that turn parents off

- Weak marketing messages
- Poor sales skills and practices
- Complicated application process (paper work, process, deadlines)
- Lack of or clear adequate information (Social, website, etc)
- Lack of follow-up
- Delays in response
- Parents not seeing your school as the right school for their child
- Application/tuition fees too high (Perception/process/plans)
- Uncertainty about admissions (Communication before and after admissions)

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Simplify Your Admissions Process

Make it easy for parents to enroll their children in your school

- Easy access to your application process
- Step by step instructions
- Automate your application
- Automate your responses at each stage of the application process
- Assign admissions staff to personalize follow-ups to interested families
- Customize messages based on interests
- Provide resources to help parents make the decision (FAQs, Testimonials, Virtual Tours)

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Effective Communication Strategies

Let's Discuss

- Walk us through, how do you walk a parent through the admissions process when they visit your school for the first time

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Effective Communication Strategies

Communication - Best Practices

- Build Trust and Transparency
- Identify/understand what's important to the parent
- Use prompt and personalized communications addressing needs
- Use multiple channels with consistency
- Create nurturing email campaigns (with your strengths and testimonials)
- Maintain a friendly and welcoming tone

Email Follow-up Template



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20 Minutes

Practical Session - Role Play

[Enrollment Conversation Script](#)

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Enrollment Communication Plan

Categories of Communications

- Your Existing Parents
- First Time enquiries Message Series
- Parents Who have completed Application forms
- Parents who make payment for the first time
- Welcome New parent to your school after admissions are completed

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Enrollment Communication Plan

Let's Discuss

- What Channels are available to you for communicating with prospective parents?

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Thank You

Contact us to learn more

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Resources