



## Strategic Enrollment Training Catalog

### **Live Coaching**

Admissions Directors  
Admissions Counselors

Admissions coaching from Inroads is designed to examine existing internal practices and processes for improvement. We work directly with the admissions team or leaders to address these while exploring new developments in the industry together. Offered as limited engagement or ongoing.

### **Cultivating Emotionally Intelligent Student Interactions**

Admissions Directors  
Admissions Counselors

The most effective leaders are all alike in one crucial way; they have a high degree of what has come to be known as emotional intelligence (EI). In this session, learn about 6 EI-based counselor techniques that will help your team build relationships with all stakeholders of the institution.

### **Effective Counselor Communication**

Admissions Counselors

This is your chance to delve into best practices for direct student interactions throughout the admissions process. From making the initial prospecting call to requesting the enrollment deposit, this session will equip you for making contact, crafting messages, and answering tough questions.

### **Financial Aid Basics**

Admissions Counselors

Financial aid conversations don't have to be difficult. We will teach you how to simplify it for students. Learn the basics on how to apply for financial aid, what admissions should cover, a review of FAFSA questions, and when students/parents should apply.

### **Managing Your Prospective Students**

Admissions Counselors

This session covers will help you to effectively manage your prospective students along with those actively engaged or already enrolled. Learn about call/text/email frequency and the types of messages that keep students engaged until their first day of class.

### **Maximize Your Cold Calling Efforts**

Admissions Counselors

Most counselors spend hours on the phone each week calling prospective students and families. Some of that time is spent building relationships and supporting students at the middle and bottom of your funnel. But what about calls to the prospects who haven't already expressed interest in your institution? Learn best practices for reaching out and connecting with them.

**Maximizing Travel Season**  
Admissions Counselors

This multi-session training will focus on planning for the fall travel season as well as how to thrive on the road. Learn how to build the right travel schedule for yourself, including fairs and school visits. Get pragmatic tips and practical time-savers to stay healthy and organized during this important phase of the enrollment cycle.

**New Counselor Academy**  
Admissions Counselors  
under 1 year experience

A 4-part professional development course that rapidly equips newer staff to thrive in competitive market conditions with a consultative selling approach. Participants will be immediately more effective at selling their institution to prospective students.

**Overcoming Objections**  
Admissions Counselors

This 2-hour session will teach you how to handle some of the most common objections, like money and time. Understand how to turn objections or topics of reluctance into opportunities. Includes an extended role-play section to practice the learning objectives.

**Persuasive Communication**  
All Enrollment Professionals

Equip your team to navigate difficult conversations and reach optimal conclusions. This training module explores the most common decision-making profiles, communication flexes, and intensive persuasion techniques to advance prospects.

**Relationship Building**  
Admissions Counselors

Learn how to connect with students and parents in an authentic and consultative way. Position yourself as the subject matter expert while providing valuable information to prospective students. Assists building relationships with your colleagues and across departments.

**Strategic Selling Concepts**  
Admissions Counselors

A highly competitive enrollment landscape is compelling admissions professionals to evolve their traditional advisory skillsets towards a recruiting mindset. This skills-based training prepares you to reimagine yourself as part of a sophisticated sales team with a careful mix of emotional intelligence and strategic selling skills. Move your team from building relationships with students to closing the deal.

**Strengthening Data Analysis Skills in Admissions**  
Admissions Leadership

This session will focus on the lack of experience among admissions professionals to perform the data analysis functions of their positions. You will leave with pragmatic steps on how to design a training program and what basic information should be included.