


Case Study: All-through school, Bahrain, Middle East

Project: Admissions training course


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**100s of
schools**
UK & internationally

1 The Challenge



This highly-acclaimed School had not previously needed to actively market their School, yet due to increased competition and a changing market, pupil numbers were being impacted. They therefore needed to ensure their marketing & admissions team were fully-effective and, as a starting point, that enquiry conversions were being optimised.


2 Our Approach



The School's admissions staff (team of 3) took our 6-module admissions training course. We worked closely with them during this, upskilling them to:


- Understand the importance of treating each and every enquiry as gold dust.
- Implement nurture and 'keeping in touch' strategies.
- Adopt a 'sales' mindset and deploy gentle, but persuasive, selling techniques.
- Weave in gold-standard customer service initiatives that wouldn't impact their time or budget.
- Add processes and protocols e.g. call the family within 24 hours of the initial enquiry.

3 The Results



The School now offer a superior admissions experience to enquiring families that delivers significant competitive advantage and has resulted in an initial **net uplift of 4% in enrolments, and a healthy forecast for the academic year ahead.**

Additionally, the **admissions team are confident and motivated** in their daily work - feeling empowered by both the investment in their professional development and our fresh approach and voice, and supported with the clear protocols to follow and bank of nifty tools and templates our course provided.



"The training course has transformed how we engage with prospective families. It gave us clear strategies to streamline processes and boost conversion rates. Our team now confidently showcase our school's value and have an inner compulsion to convert enquiries families! A must for any school looking to elevate admissions."

**Head of Admissions & Marketing,
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stickman
School Marketing Made Simple

We'd love to work with you too!
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