

MAPCS

Massachusetts Association of
Private Career Schools

Admissions Training Workshop

Montvale Plaza, Stoneham, MA
October 16, 2007 • 8:00 AM - 1:00 PM



Why Attend?

- Learn new techniques to increase enrollment.
- Learn how to improve your interviewing techniques in order to close the deal.
- Receive a professional development certificate for the four-hour program.

Who Should Attend?

- Admissions Directors
- Enrollment Representatives
- Admissions Department Staff

Agenda

8:00 - 9:00 Registration
9:00 - 10:30 Seminar
10:30 - 10:45 Break
10:45 - 1:00 Seminar

Please Return To:

MAPCS
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North Attleboro, MA 02763
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Fax: 508-695-0039
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www.mapcs.org

Closing is the Key

*Presented by Deborah A. Dunn, CEO
Lancaster School of Cosmetology*

It is the end of your interview and the admissions representative goes for the close to enroll the student. Sound familiar? While this is certainly very important, an admissions representative needs to start closing from the first phone call to the actual start.

This session will review all points at which closing should occur in order to increase your lead to appointment, appointment to show, show to enroll and enroll to start conversions.

About Deborah Dunn

Deborah A. Dunn has over 27 years experience with private career schools and colleges with varied curriculums. Her background includes all aspects from admissions, marketing, finance, education, placement and public relations. Just a few successes are: taking a school from \$1.2 million operation to \$6 million operation in just two years; taking a school from bankruptcy to profit; and developing new curriculum, building space and filling two classes in just under six months.

Deborah has done consulting throughout the country and works as a trainer or evaluator when working with schools. She has been a member of the Career College Association board and served as its Government Relations Chair. She has been the President of the Pennsylvania state association and after 10 years is once again a board member. She has also sat on evaluating teams for the state licensing board and national accrediting bodies.

For the last four years she has owned the Lancaster School of Cosmetology and Therapeutic Bodywork. In her first year of ownership the school doubled its enrollment.

Fees: Members - \$60 • Non Members - \$95

After October 5th, add \$10. Refunds will be made up to October 5th.

School _____

Street _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Name # 1 _____

Email _____

Name # 2 _____

Email _____

Total Enclosed: \$ _____