Selling Higher Education and [Warwick]

Sarah Booth, UK Student Recruitment Manager

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About me

Sarah Booth

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Why is this session on the programme?

Pushy sales person

Effective schools liaison professional
Group Work

• **Group Discussion**: You have two events in each group

• **Discuss and consider:**
  • Who is your audience?
  • What are the key considerations?
  • What approach is appropriate?
Considerations:

• What are your audience looking for?
• What are their needs?
• What is their learning style?
Considerations:

• Are there other university representatives?
• What brief/guidelines have you been given?
• What approach is appropriate?
Understanding your product
“But it’s easy for Warwick, you’re in the Russell Group”
Imagine the person next to you is a sixth former at a UCAS exhibition. Gathering information to decide where to go to University.

You have one minute to tell them a little about the University you work at, and why they should come study at your university.
Understanding your product

How many people said...

• Close to London/Within an hour of London
• Campus university
• Diverse community
• Loads of clubs and societies, including a Harry Potter one
• World leading research
• Excellent, state of the art teaching facilities
Understanding your product

What are your USPs?

• Unique Selling Points
• What do you want the audience to remember?
• How can you embed your key messages?

• Think for two minutes and try again…
Understanding your product and USPs?

“Warwick is a campus university on the outskirts of Coventry. We have 6,900 bedrooms across our 1 sq mile site, enabling us to guarantee you accommodation in your first year. Our campus is home to 26,000 students from over 150 countries.

Although most well-known for Economics, Business and Maths, did you know that we were also the first university in the UK to teach Film Studies? We keep developing, we have just launched a new degree in Media and Creative Industries, focusing on understanding new media and its use in the world. We also teach Digital Healthcare Sciences - Did you know that the TOPAL review of the NHS states within 20 years 90 percent of NHS jobs will involve digital technology.

We’re preparing you for the future; learning how to find the answers to questions that don’t even exist yet; learning how to develop the question. All Warwick students can learn a language, take a module from outside your course of study and take part in study abroad or industry placements.

It’s not just the academics - we have the largest arts centre outside of London, with over 2000 shows each year, and we’ve just opened a £49million sports hub, and we have over 20 cafes, restaurants and bars on site. What do you think?
What is the best approach?
What is the best approach?

- Be subtle
- Keep calm and ask your boss
- Hard sell
The art of soft-selling

- Subtle language
- Non-aggressive techniques
- Branded slides
- Brochures
- Knowledge, persona, style
- Creating opportunities; meetings, coffee rooms, understanding your audience

**YOU** are the face of your university – even if you’re speaking about a general topic.
To Summarise

Audience

Product

Context