

Selling Higher Education and [Warwick]

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About me

WARWICK

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?

Understanding your audience

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Gen Z

Born Between
1995 - 2015



Millennial

Born Between
1980 - 1994



Gen X

Born Between
1965 - 1979



Baby Boomer

Born Between
1944 - 1964

Considerations:

- What are your audience looking for?
- What are their needs?
- What is their learning style?



Understanding the environment?



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”



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Understanding your product

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**.*

*Its 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?

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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

