

## **Marketing Training for Education Recruitment**

### **Introduction**

There is a shift in the education platform paradigm after COVID-19. Students undergo different perception through the different learning environment. The needs and wants of the students changed with the information available in an online platform. As an educational business developer, there is a need for them to equip themselves with new ways how to reach out, negotiate, and communicate with the students. The series of the main program aims to prepare the participants for planning, execute, control, and evaluate the impactful marketing activities.

### **Program Objective**

This program aims to

- Provide skills, knowledge to create an impactful marketing program
- Enable participants to execute and monitor the execution of the marketing program
- Monitor the progress of marketing activities

### **Learning Outcomes**

After completion of the program, the participant should be able to

- Apply the impactful strategies to recruit students
- Execute and monitor marketing plan
- Apply the right tools in executing marketing strategy

### **Who should Attend?**

Business developers, marketers, strategic department, student counsellors, lecturers, management and supporting staffs who involve in the process flow from sourcing the database, promotion, recruitment, enrolment, managing the students.

### **Program Prerequisite**

The participants must understand their own programs well in term of their strength, weaknesses and business environment, especially on the opportunities and threats.



## Programme

The programme is designed with the SEC (strategic planning, execution, continuous improvement) model to ensure the effectiveness and efficiency of the programme.

	<b>Strategic Planning</b>	<b>Execution</b>	<b>Continuous Improvement</b>
<b>Agile Mindset</b>	✓	✓	
<b>Leading in the Humane Way</b>	✓	✓	✓
<b>Industry 4.0: The Way Forward</b>	✓	✓	
<b>Art of Persuasion</b>		✓	✓
<b>Nudge or Fudge: Psychological selling</b>	✓	✓	✓
<b>Selling with Heart and Soul</b>		✓	✓
<b>Make Project Management Fun</b>	✓	✓	✓
<b>Managing Multiple Tasks and Work Priorities</b>		✓	✓

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## **Our Registered SBL-Khas Courses**

### **Agile Mindset**

Pandemic changed the way business should be conducted, especially the marketing process. Face to face meeting reduces. People start to avoid meeting each other. Hence, marketers must know the secret how to apply agile mindset in marketing activities. Agile mindset helps the marketer to plan, to execute sales and marketing activities in a totally different way. In addition, during the pandemic, especially with lockdowns and whatnot, staffs have been adapting to the new norms of working from home and deviate from the usual working environment. This applies to marketing activities to recruit students.

### **Leading in the Humane Way**

A good marketing team need a humane leader. With the current pandemic ongoing, marketers are facing even more hardships, but what can be done for them to keep surviving and move forward. New era leaders lead organisation in a human way to inspire and motivate, using their influences to pursue what matters most. This training program helps participants to awaken their hidden leadership skills when performing daily activities including marketing, operation, finance and human resources. In addition, this training program equips participants with the skills to manage and engage everyone in the organisation in a happy working environment and create a sustainable work culture, especially performing marketing activities.

### **Art of Persuasion**

The potential of a marketer lies on the ability to effectively influence and persuade lies at the heart of our personal and professional lives. The capacity to satisfy is the key to effective leadership; whether the goal is to convince one person in a face-to-face encounter, influence a group in a meeting, sway an entire organisation, or win over the broader community. This programme is based on proven principles and techniques of effective persuasion derived from the psychology of human behaviour. The powerful tools acquired on this program work in marketing, human resource, finance and daily operation. The skills acquired also work in one-on-one and small group interactions where most persuasion takes place. During this crisis, there are subtle and effective ways to persuade your customers to be on board with you.

### **Managing Multiple Tasks and Work Priorities**

Marketing activities no longer be the same before the pandemics. Marketers must be experts in managing multiple tasks. In such situation, we usually start getting overwhelmed when we try to complete our tasks by priority, and suddenly we realise that everything is essential on our plate, but we can't achieve all of them due to resource constraints. This problem is quite common and is faced by anyone working in any industry at some point or another. Though it seems very difficult to manage multiple tasks and fulfil responsibilities, it's not something that can be deemed achievable. These skills are very important for marketers because multiple marketing activities would be conducted, and failure to manage multiple tasks lead

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to implementing impactful marketing task. When everything is supposed to be equally important and need to be done, you need to think carefully and decide which ones to start first and how you divide your time. Hence, managing multi-tasks and work priorities remain one of the core skills to be specialised regardless you are an executive, managers or even the top management.

### **Make Project Management Fun**

Managing marketing activities is the same as project management. Project management is to execute project activities with various skills, tools, and knowledge to meet the project requirements or deliverables. If traditional skills, like setting KPI, time tracking, regular meeting is motivating the team, or it was the main reasons for project failure? Based on research, one of the critical elements to achieve a successful project was having fun. Making Project Management fun is helping a team to have a strong bond, sharing and valuing each other. It is essential for marketers to execute any marketing plan or programme effectively and plan in a timely manner.

### **Selling with Heart and Soul**

The sales profession is exciting yet challenging especially in time of a pandemic. To be a successful salesperson, a lot of efforts, skills, emotional elements, and a certain level of commitment are required. The task of selling becomes more challenging while dealing with human feelings and emotions. The success of a salesperson is highly dependent on its sensitivity while dealing with its clients and customers. Ability to read body language accurately can bring benchmarking turns and give great control during the sales process. The work of people in sales is to communicate and deal with people. To be successful, salespeople must understand their customers' needs and demands. By understanding the body language of their clients, a salesperson would be able to identify the needs of their clients effectively. For instance, this training shows sales personnel how to determine when a customer shows interest, boredom or indifference in a sales presentation. Knowledge of body language skills will help salesperson communicate better and sharpen their negotiation skills. On top of that, the salesperson can fully utilise this knowledge to influence their customers in the sales process. The newly acquired skills in psychology and nonverbal communication will give any salesperson the edge over those who do not have such skills.

### **Industry 4.0: The Way Forward**

Marketers must be able to use the application or IR4.0 into their marketing strategies. Since the beginning of the internet, the internet has had a growth of about a thousand per cent. In the last 20 years, we have seen unprecedented change in the number of people who use the internet and use it for business, personal life, etc. For the fourth industrial revolution, it has started and kicked off right now. Because of technology, specifically internet-related technology will propel us much further than we could over what we would anticipate. This workshop address the issues of implementing It is very important NOT to use the old

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paradigm of the business model for the new era of the business environment. Or another way to describe it as, “Don’t sell a refrigerator to an Eskimo!

### **Nudge or Fudge**

Application of behavioural economics in marketing strategies ensure the success of the marketing process. The Economics theory describes human is always rational when making a decision. With the ongoing pandemic, people are deviant from the usual behaviour, and we need to nudge them into performing tasks at their freewill. We always want to make choices to maximise some objective or function, mainly optimising or maximising profits. However, most of the time, the human is less than entirely rational during the decision-making process. People are prone to make predictable and avoidable mistakes. At the same time, decision making is systematic and amenable to scientific study. This sharing focuses on behavioural economics that attempts to address irrational human behaviour in light of the limited cognitive capacity and inherent cognitive failings to explore alternatives to perfect rationality. Behavioural Economics seeks to provide micro-foundations for our choices. Humanology would nurture you to be the technical expertise to help the organisation to boost sales and marketing process through behavioural insights.