



# **ADVISING IS SALES & OUTREACH IS MARKETING: HOW TO DO IT ETHICALLY**

The Forum on Education Abroad 2017

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# TODAY

Who we are and why we care

What is sales and what is marketing?

The elephant in the room

The oath

Sales in study abroad

Marketing in study abroad

Taking action

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A street scene in Istanbul, featuring a red tram with the number 723 and the word 'TOKI' on its side. The street is lined with historic buildings, some with green awnings. A decorative white metal structure with intricate scrollwork and snowflake patterns hangs across the street. Pedestrians are visible on the sidewalks, and the overall atmosphere is that of a busy urban environment.

## **Marketing**

broad audience |  
engagement |  
increase awareness |  
build trust

## **Sales**

direct relationship |  
purchasing decisions |  
increase customer  
base | build trust

# Why we care

- We believe in our product and see the benefits education abroad offers students.
- Students benefit from consistent advising & service.
- Growth and diversity goals require new approaches.
- International educators can learn from the business world.

An elephant is standing in a room with floral wallpaper and a wooden floor. The elephant is facing left, and its trunk is curled. The text "selling is sleazy." is overlaid on the elephant's side.

selling is  
sleazy.

# The Ethical Sales & Marketing Oath for Education Abroad

**In promoting and supporting education abroad, I will put a student's personal, academic, and professional growth first.**

This means I will:

- Be as accurate and honest as possible in selling or marketing education abroad programs.
- Encourage students to make their own choices with all of the information available to them.
- Share my knowledge, insights, and recommendations alongside other trusted sources.
- Put the best interests of the student above increasing enrollments.



A group of four students are shown in profile, sitting in a row. They are looking towards the left side of the frame. The student in the foreground on the right is a woman with long dark hair, wearing a teal button-down shirt over a white top, and is typing on a laptop. The student next to her is a man with short brown hair, wearing a grey hoodie, also looking at a laptop. The other two students are further back and slightly out of focus. The overall atmosphere is one of focused learning in a classroom or lecture hall setting.

Ethical sales  
practices for  
study abroad

# leads are gold

Leads are students interested in studying abroad.

Interested students are tomorrow's applicants.

Follow up with *every* interested student.

If they aren't ready now, when is a good time to explore it again?

# build trust

Generation Z tend to trust individuals but not institutions.

Respond to emails within 24 hours.

Share what other students say.

Under promise, over deliver.

# always ask for referrals

**Ask for referrals *every time* at the end of your first personal meeting.**

**Redirect student's "Fear Of Missing Out" feeling into community advising.**

**Find your evangelist!**

# practice reflective listening

Use a student's name whenever possible.

Repeat & summarize what a student shared, but in a different way.

Tie in interest statements and how it relates to study abroad.

Say less and listen more.

# follow up immediately

Emails with the following get better responses:

Excitement

Appreciation

Encouragement

Next Steps

# stress urgency, honestly

“

I want you to complete this application as quickly as possible because spots fill quickly. I only want you to do this if you are sure you want to go, not because I said spots fill quickly.

# avoid paralysis of choice

Too many choices mean missed opportunities.

After listening to students, provide 3 - 4 choices.

Create a "signal" within the "noise".





# Study abroad offices are brands.

Each encounter is an  
impression. How do  
you want to be seen?  
Not seen?

# Organize your audience into segments.

**Demographic segments:** year in school, education level, financial aid status, gender

**Psychographic segments:** readiness, personal concerns, motivations for going abroad

**Behavioral:** study abroad alumni, majors/minors, student groups

**Geographic:** urban, rural, in-state/out of state

# awareness consideration buying

What does success look like in each of the buyer's journey phases?

"Apply Now" is a sales message, not a marketing message.

# target your message

Go where students are.

Appeal to *someone*, not *everyone*.

Limit your communication channels. You can't be everywhere!

Create "attention worthy" content.

# "attention worthy" content

Information used to be scarce. Now attention is scarce.

Send a little bit a lot and a lot a little bit.

More story, less pitching (User Generated Content! UGC)

# common pitfalls

"Send All"

Too many calls to action.

High effort. Low impact.

Going it alone.

Relying on personal preferences  
and what worked "***that one  
time***".



# Create a sales & marketing **strategy**.

- Assess your current efforts.
- Define your target audience and segments.
- Establish your marketing (*engagement*) & sales (*enrollment*) goals.
- Select your communication channels.
- Create a budget.
- Create buy-in by managing "up" and "down".

# Create a sales & marketing **plan**.

- Identify roles for the strategy.
- Develop marketing & sales campaigns (*consistent with your brand!*).
- Work with marketing & design colleagues to create visual assets and content.
- Work with advisors & peer advocates on consistent messaging.
- Experiment, measure, tweak (and repeat)
- Establish success metrics only after you've tested initial assumptions.
- Automate when possible.

*Business students on campus? Be a case study!*





# Let's try it.

The VP of Global Affairs sets a new departmental goal of increasing enrollment by 35% in the next 2 years. It is made clear to everyone that future departmental funding depends on "meeting the goal".

Imagine you are with a student. Practice ethical sales techniques. Then switch and practice unethical ones (*be terrible!*).

**What did you learn about the line between ethical and unethical sales practices through this exercise?**

# Next Steps...

Try it out! [Tell us](#) how it goes.

[Sign up to receive the FREE 5 part mini-series on 'Ethical Sales & Marketing For Study Abroad'.](#)

Share this presentation with a friend.

An aerial, black and white photograph of a city grid, likely Phoenix, Arizona, with mountains visible in the distance. The image is used as a background for a presentation slide.

# thank you!

Questions?

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