

Working with agents: from relationship marketing to making the sale with Hannah Alexander-Wright

Venue:	English UK, 219 St John Street, London, EC1V 4LY
Date:	Thursday 14 June 2018
Timings:	Registration from: 10:30 start time: 11:00 end time (approx.): 17:00
Price:	Members £175, non-members £280
Format:	Interactive session that involves all participants (for inexperienced staff)

Why attend this training day?

Sales and marketing in the education industry means developing relationships across cultures and turning those relationships into a sales pipeline. Going from a nice cup of tea and a chat with an agent, to negotiating commission terms can feel awkward, and anticipating when the sales conversation should happen can be difficult. Can you be an authentic sales person, maintaining good relationships with your clients while ensuring they meet your school's recruitment expectations?

What does it cover?

- Your agent strategy and how it fits with your marketing strategy
- selecting agents – finding the best
- deselecting agents – when it all goes wrong
- developing relationships in different cultures
- making the sale – negotiation techniques and your walk-away point
- maintaining an equal relationship
- trips and workshops
- follow-up and CRM systems.

Learning outcomes

By the end of this session, delegates will have looked at working with agents from a strategic point of view, explored how to deepen relationships with them, how to negotiate and how to turn that relationship into productive student recruitment.

About the trainer



Hannah Alexander-Wright is a marketing and business development consultant and coach, working across the education industry. She has six years teaching and ten years marketing experience in both public and private ELT institutions. She has been Chair of English UK London and a Trustee of English UK and has been on the English UK Enterprises Board since 2013. Hannah is currently studying MA Innovation Management at Central Saint Martins in London.

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