

TARGET

audience
personas
Ideal Advocates

MESSAGE

vision & mission
graduate profile
brand narrative
story structure
distinctives

TACTICS

TACTICS

THE ENROLLMENT
CLOSING PROCESS

From Inquiry to Enrollment

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- ❑ **Track** everything!



TheRockSchool

Information Request | PLEASE PRINT CLEARLY

Name

Address

City, State, Zip

Phone

E-mail

Area(s) of Interest (CHECK ALL THAT APPLY):

- ☐ Preschool: Nursery K2 K3 K4
of Days: 5 3 2 / Day: Full or Half
- ☐ Elementary: K 1st 2nd 3rd 4th 5th
- ☐ Middle & High: 6th 7th 8th 9th 10th 11th 12th

How did you hear about The Rock School?

- ☐ Internet: _____
- ☐ TV Commercial: _____
- ☐ Publication: _____
- ☐ Friend: _____
- ☐ Church: _____
- ☐ Radio: _____
- ☐ Scholarship Programs: McKay or Step Up for Students

<— Only ask for the information you are actively going to use.

<— Essential question to ask every time. And get specific.




[Help](#)



Arica Heise
Principal

Please follow the instructions to schedule an Educational Consultation - it's fast and easy.

Thank you.

 352-331-7625

 aheise@trsonline.org

 www.therocklions.com



Powered by [ScheduleOnce](#)

Pick a date and time

[Change selection](#) ▼

Duration: 30 minutes

This is a virtual meeting. The details will be sent to you.

Your time zone: United States; Eastern time (GMT-4:00) [DST] ([Change](#))

April 2020							< >	
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
			1	2	3	4		
5	6	7	8	9	10	11		
12	13	14	15	16	17	18		
19	20	21	22	23	24	25		
26	27	28	29	30				
< March				May >				

Available starting times for **Thu, Apr 23, 2020**

AM

No AM times

PM

1:00 PM

2:30 PM

2:45 PM

3:00 PM

3:15 PM

3:30 PM

ONCEHUB.COM

Not Secure | therocklions.com/visit/

The Rock School

Customize

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New

Edit Page

Howdy, Jim M

TheRockS

Est. 1993 • Gaines

An Educational Succes
principal. We'd love to
take the time to outlin
goals. You'll get to tou
programs. At the end
application process. S

Schedule Your Consulta

Preview

Prospective students
is like at The Rock. To

Your booking is confirmed

An email confirmation was sent to **jimmckenzie@trsonline.org**.
An event was added to your **jimmckenzie@trsonline.org** calendar.
An SMS confirmation was sent to **+1 3525143513**.

Your booking details

Event type:
Educational Consultation

Time:
Thu, Apr 23, 2020, 3:30 PM - 4:00 PM
United States; Eastern time (GMT-4:00) [DST]

Appointment Information:

When it's time, join the meeting from PC, Mac, Linux, iOS or Android:
<https://therocklions.zoom.us/j/93485587038>

One tap mobile
+13126266799,,93485587038# US (Chicago)
+16468769923,,93485587038# US (New York)

Dial by your location
+1 312 626 6799 US (Chicago)

Get Started

Contact Us

student Gianna Caligiuri:

ONCEHUB.COM

Today

< >

March 2022

Month

SUN 27	MON 28	TUE Mar 1	WED 2	FRI 4
Arica Out		Heart & Nex Guard	7am BSF	9am LIT - Debrief
	11:59am Flight to Atl	9am LIT - PLT Roles	9am Hannah P	11am EXECUTIVE LE
	2:35pm Flight to Gair	2 more	2 more	
6	7	8	9	11
Christian Deeper Learning Conf				
6:14am Flight to Atla			7am BSF	1:30am Flight to Atla
8:20am Flight to San			2 more	2 more
13	14	15	16	17
	9:30am EXECUTIVE I	9am LIT - PLT Roles	7am BSF	9am Carlos Monds -
		11:55am 5th grade l	9am Kim Mann - Edu	10am Deena and Chi
			3 more	5 more
				9am LIT - Debrief
				12:30pm LA Times V

THU

3

9am Tiffany Pineda - Education

10am Tonia Wilkinson - Educat

11am Tracy Christie - Educatio

12pm 5th grade lunch

1:30pm Julie Floyd - Education

2:15pm Damaris Arroyo - Educ

3:15pm Anne Marie Johnson -

GOOGLE CALENDAR

Selling is no longer about persuasion.
Selling is about understanding your
customer's problems and solving them.

Neil Rackham
Spin Selling, 2004

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SITUATIONAL QUESTIONS

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NEEDS PAYOFF QUESTIONS

ROLE PLAY: SPIN SELLING

Situation #1: Sally is entering sixth grade. Parents are looking for a Christian school that will reinforce the values of their home.

Situation #2: Michael is entering third grade. Parent is worried because he is behind in reading and struggling in school.



ACTION PLAN