



*Short, live seminars delivered by
an expert directly to your computer*

webinars

SHORT. INTERACTIVE. EFFECTIVE.

**FOR ADMISSION AND
MARKETING PROFESSIONALS**

Fit admissions training into your schedule—and get results

LIVE WEBINARS CONNECT YOU TO ADMISSIONS EXPERTS

Meet online with admissions and marketing pros across the country, and get the details on the field's latest issues and best practices. Norton | Norris webinars deliver results-oriented training directly to you. All you need to participate is your phone and your computer.

Build skills in short, high-powered sessions

Webinars run 40 to 60 minutes and focus on the unique challenges of the higher education sector. Every session is led by subject experts. Check our rotating schedule of more than 30 topics, and you'll find meaningful opportunities for every member of the admissions team—for example, our four-part series, "The Successful Admissions Interview" is repeated every quarter.

Listen. Click. Ask. Learn!

Designed using the latest adult learning theories, Norton | Norris webinars create a lively, engaging learning experience. Each session includes ample opportunity to:

- > Ask questions
- > Share ideas
- > Respond to polls
- > Give feedback through surveys

Use time effectively

We understand you'd rather spend time enrolling students than traveling to a seminar. Our time-smart webinar format makes training convenient:

- > Connect from your office or on the road
- > Gain scheduling flexibility
- > Cut seminar travel costs
- > Use what you've learned with your very next prospective student

webinars

SELECT WEBINAR TOPICS*:

The Art of Active Listening

Branding: The Secret to Successful & Sustainable Promises

Effective Public Speaking

Features, Benefits & Proof

Five Principles of Effective Communication

Five Reasons Why Leads Don't Convert Like the Good Ol' Days

Improving Your Communication Skills

Introduction to Inbound Telephone Techniques

Introduction to Outbound Telephone Techniques

Introduction to the World of Webinars

Motivating Your Admissions Team

Overcoming Objections for the Seasoned Admissions Professional

The Mind of the Successful Admissions Representative

Seven Reasons Why High School Programs Fail

Successfully Managing and Leading Your Team

Ready, Set, Referral!

The Successful Admissions Interview (1 of 4)

Power Probing (2 of 4)

Giving Information and Overcoming Obstacles (3 of 4)

Trial and Final Closing Techniques (4 of 4)

Managing Change at Your School

Getting the Most from Your Employees - Advanced Motivation Theory

PR Principles - How to Get Your School Noticed

Secrets of a Mystery Shopper

*New sessions are added continuously

Visit our website for seminar descriptions
www.nortonnorris.com

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Annual packages are available to fit your budget and training needs. Choose from a basic package to supplement your in-house training or a premium package that features options for your own webinar license, customized webinars, management reports, certificates of completion and even on-site training for your team.

SPECIAL OFFER >

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"I look forward to attending future Webinars that Norton | Norris will be hosting. Thanks to all for their valuable input concerning the Admissions industry."
- VIRGINIA COLLEGE GULF COAST

"Excellent, Excellent, Excellent, I will immediately implement."
- ROBERT MORRIS COLLEGE