



## What If You Could Talk With All Of Your Supporters One-On-One?

We have a number of clients who do it all the time. Best of all, they don't buy plane tickets, rent cars or hotel rooms to do it. They do it on the phone.

Among our healthcare, nonprofit and sports team clients, a major university in the Northeast uses our technology to talk with prospective students and their parents on a regular basis. The program is simple. They create lists of admitted students who have not yet paid their deposit. Students from different majors and their parents have the opportunity to talk directly with the Director of Admissions and Dean of the college where they have been accepted through a program we call Boardroom. It runs like a radio phone-in show and all participants need is a telephone.

What started out as an "interesting test" has become an absolute necessity. It gives the student and/or their parents an opportunity to ask any question or voice any concern they may have directly with either the Director of Admissions or the Dean of the individual college. Boardroom adds a human to the mix of the admissions process.

Although we limit the number of potential participants to 1,000, we have the ability to engage 10's of thousands on the call.

So, how does it work?

1. The university provides a list of prospective participants.
2. We send out a "save the date" phone call the day before the program runs.
3. On the evening of the call, the Director of Admissions, Dean of the college and two or three call screeners gather just before 7:00. (And they all don't have to be in the same room! Often each calls into the Boardroom program from their home.)
4. Then we dial out to the list provided by the university.

Calls average over 250 participants who listen to all of the conversations with many asking their own questions. These programs have seen activity of one-on-one communication last as long as 90 minutes, however, the average is usually one hour. As the Director of Admissions says, "where else can I get a one-on-one conversation with students and parents for over an hour? Not at college fairs, campus visits, nowhere!"

Deposits are up, campus visits are up, goals are met or surpassed. And the university has put a friend in the mix. Through Boardroom, this university has projected a friendly image, calmed nerves and answered every question these admitted students and their parents have. Everyone wins.

Please give me a call at 207-439-2924 to hear more. Demos can be provide free-of-charge. I hope to hear from you.

- Jack

[www.callconfluent.com](http://www.callconfluent.com) Jack Tracksler: 207-439-2924