



Stop Chasing “Leads” and Start Attracting “Prospects” Effortlessly

The Virtual Admissions Advisor is an online lead qualification tool that helps prospective students understand their personal strengths, career options, and program matches. It is delivered through a simple and fun online questionnaire that guides prospects to request a tour from your school.

The process provides admissions teams with deep insights about prospective students. In addition to creating high quality leads, admissions staff gain valuable information on each prospect’s perceived strengths, support network, perception of key features of your school, and much more.

Enter your email below to start your career training readiness quiz.



How Does It Work?

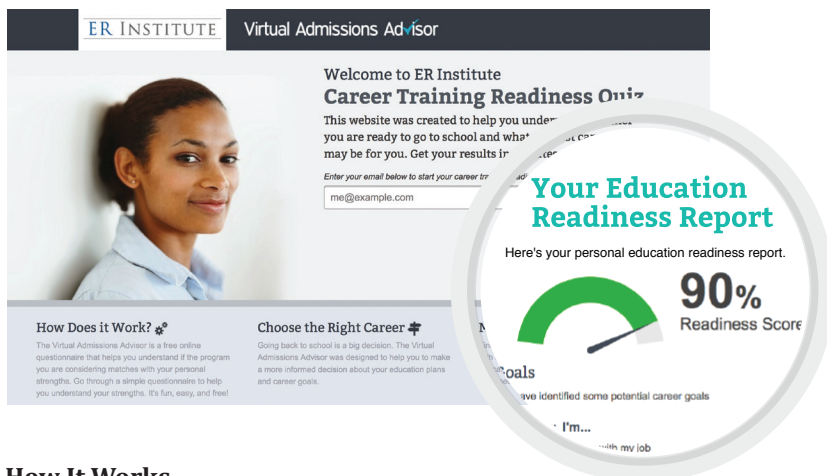
The Virtual Admissions Advisor is an online tool schools can offer to help prospects understand whether the program they are considering matches their personal strengths. They go through a simple questionnaire that is fun, easy, and free!

Motivate Candidates

Going back to school is a big decision. The Virtual Admissions Advisor was designed to help prospective students make a more informed decision about their educational plans, career goals, and drive more tours to your admissions team.

Match Prospect Strengths

Help your prospects identify their personal strengths and match them up with the skills they need to succeed in their career choice.



How It Works

A link to the Virtual Admissions Advisor tool is placed on your website, on your thank you pages, in nurture emails, or wherever prospects engage you online. When a prospect clicks the Virtual Admissions Advisor link, a window pops up that invites them to take the questionnaire, branded with your school logo and contact information. The potential student answers a number of questions to get a “Career Training Readiness” score, at which point they are invited to schedule a personalized campus tour. The “Tour Request”, and the prospect’s answers are sent to you in real-time and can post to leading CRM’s and SIS’s.



Example banner placed on your website.

The New Admissions Reality

Education marketing has changed irreversibly in the past five years. Lead generation is performed almost exclusively online. Stringent disclosure regulations, negative reviews, and social media can create substantial hurdles, preventing potential students from ever contacting your school. The Virtual Admissions Advisor is a way to control the conversation while empowering prospective students. Users generate a personalized profile and *they* request a tour. A lead now becomes a qualified prospect.

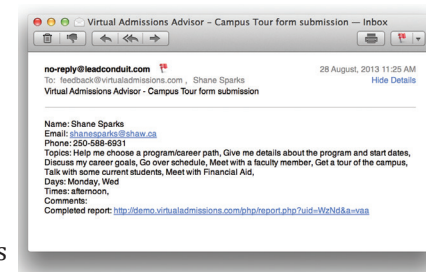
STOP Chasing Leads, START Attracting Prospects

The Virtual Admissions Advisor is the difference between chasing leads and attracting pre-qualified prospects. They come to you with the dates, times, and details they wish to discuss at a tour.

Admissions “Cheat Sheet”

When a prospect completes the Career Readiness Quiz and signs up for a tour, you immediately receive a comprehensive lead notification, contact information, preferred meeting times, areas of interest, and specifically what the prospect wants to discuss during their tour. Admissions staff can view a prospect’s complete profile to get a sense of their strengths, ambitions, concerns, support systems, and more.

- ✓ Turn Leads into Prospects
- ✓ Get Deep Insight into Prospects Motivations
- ✓ Increase Tour Rate
- ✓ No “Phone Tag”
- ✓ Compliance Reviewed by FA Experts
- ✓ Continuous Product R&D



Tour request are submitted in real-time and can integrate easily with leading CRM's and SIS's.

Schedule a Pitch-Free Demonstration

We are excited to show you the Virtual Admissions Advisor in action and to find out if it is right for your school. You won’t get a hard sales pitch; just a quick, informal presentation. For more information call **1-250-391-9494** to book a personalized demonstration.

Compliance Checked By Experts

“By standardizing the content of your admissions process, the Virtual Admissions Advisor tool is an excellent means for ensuring structured, consistent, and compliant practices in Admissions.”

David Canaski, President, FA Experts

FA Experts