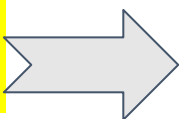




ENROL Sales Systems

A DARTMOUTH ASSOCIATES BRAND

**We can stop this!**



**“Private  
Education’s  
Lifeline”**



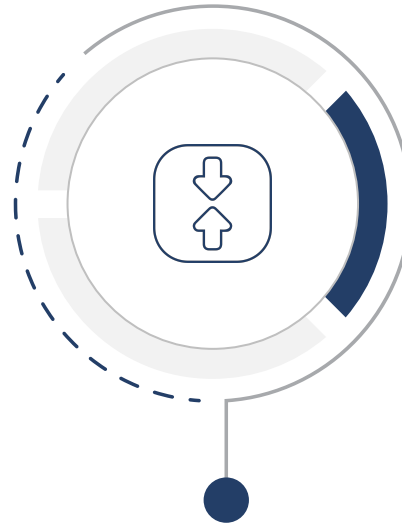
■ **Since 2020 500+ private Institutions closed... Over 250,000 students lost the chance for a better life...Dept. of Education predicts closings “could 10X over the next 10 years!”**



Covid-19 fears



More online & tech programs



Shrinking population



Higher tuition



**Recruiters lack sales skills to enroll enough students to keep schools open**

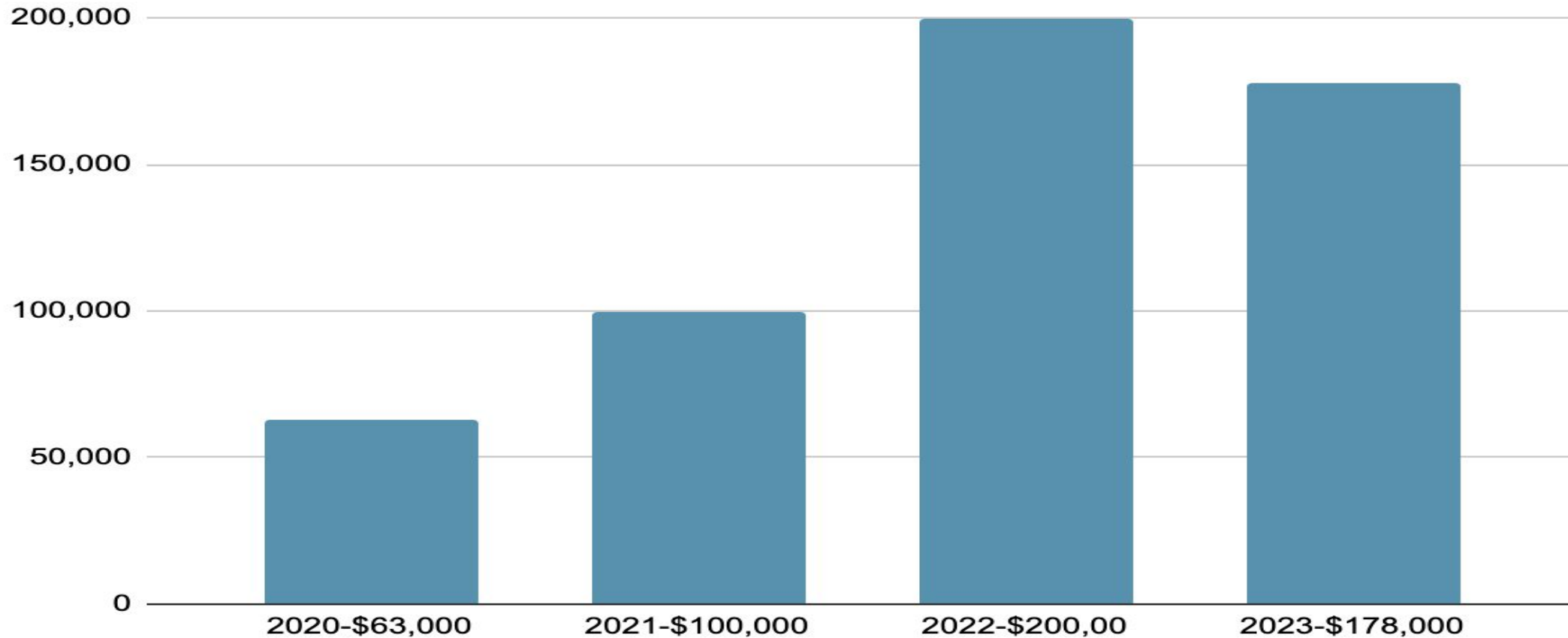
**Admissions staff are burning out, and 50% will look for new jobs in the next year!**



**The Only Online Sales  
Training For Recruiters!**

**Staff goes from from burnout to  
stand out in 90 days...We are the  
Dale Carnegie sales course for  
recruiters**

# Profitable in 90 days... 2x increase in 3 years!

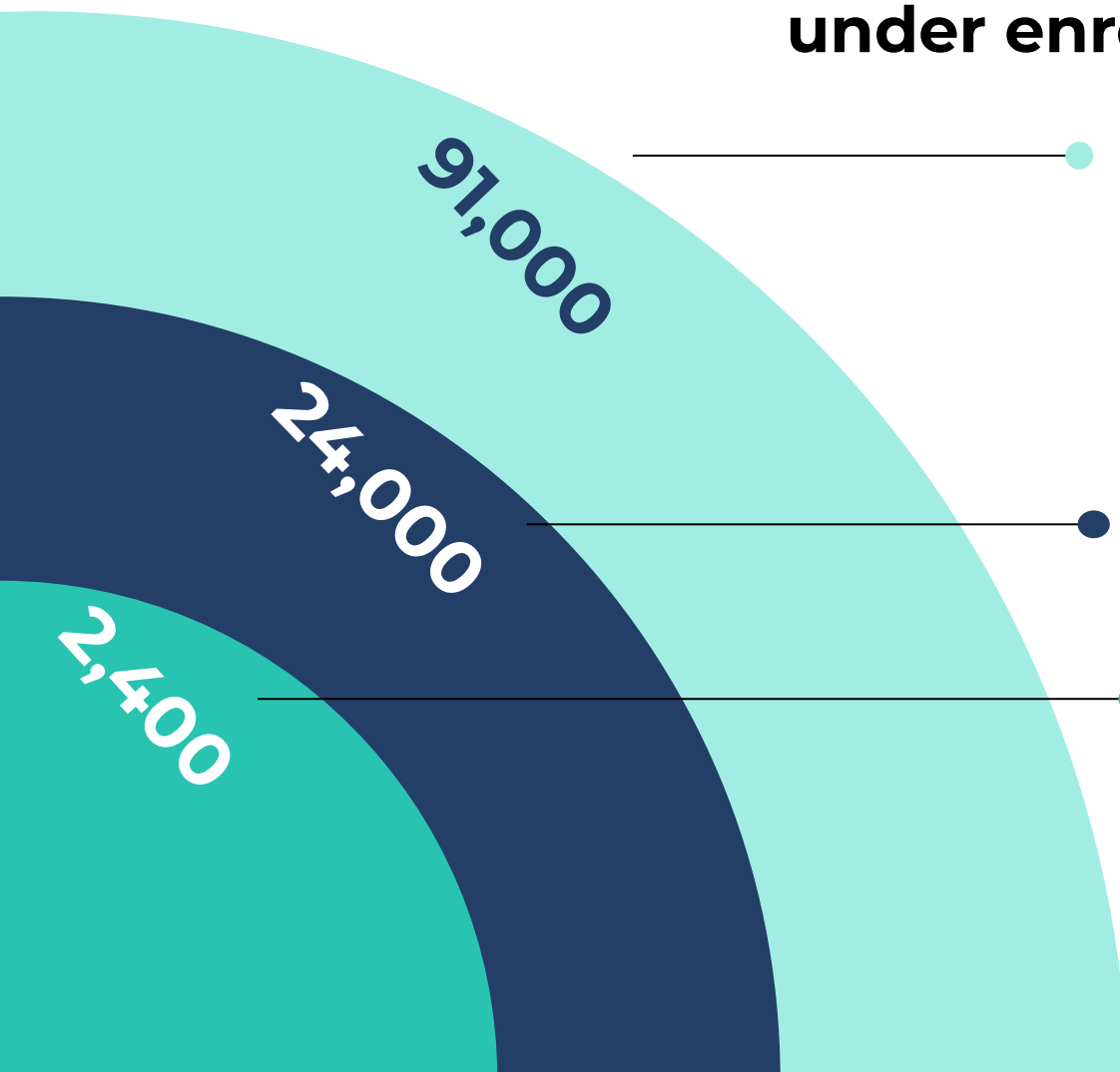


**\*ROR ENROL Training Revenue**



# \$1,080,000 Projected 2024 Sales

Our target institutions are in a chronic state of under enrolment... 50% are below budget



## TAM (Total Addressable Market)

Total English speaking private schools and colleges around the world:

## SAM (Serviceable Available Market)

Under enrolled institutions

## SOM (Serviceable Obtainable Market)



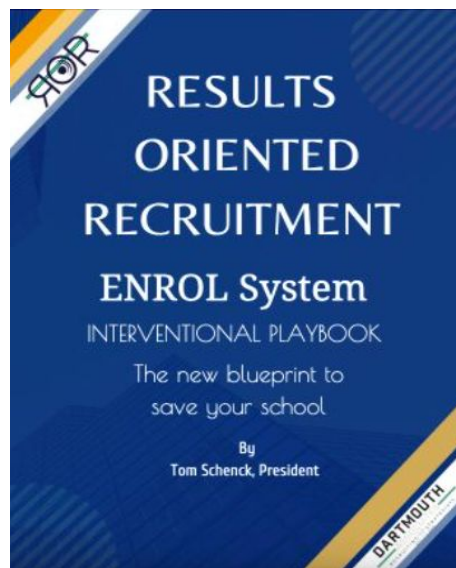


## 30 Online Videos



Multi-Sensory Learning

## Virtual Playbook



150 pages

## Weekly Zooms



60 minute Consultations

# **E** **E**ntrepreneurial Mindset

- Learn the key Entrepreneurial Sales Skills crucial for successful recruiting.
- How to treat future families as investors in your school.

# **N** **N**ew Foundational Sales Skills

- Discover the missing funnel of the admission process
- Learn the how telling the right story is the key to enrollment



# **R** **R**esults Oriented Strategies

- Learn and use the GOST technique to achieve your admissions goals
- Why “objective based planning” must be part of your daily routine

# **O** **O** Results **O**riented Implementation

- Learn the scripts to give you better engagement with calls, letters and emails
- Learn how to handle objections from feeder schools, consultants and families

# **L** **L**eadership Skills

- Learn how to best communicate with your head and the board
- Learn how to develop and maintain a state of dynamic readiness in you personal and professional life.

# Competitive Advantage



**National  
Associations**

**Regional  
Associations**

**Consulting Firms**

**Individual  
Consultants**

Best  
practices

Yes

+Yes

Yes

Yes

yes

Mktg. plans

Yes

Yes

Yes

Yes

Yes

Sales tools

Yes

No

No

No

No

Team Mgnt.

Yes

No

No

No

No

Profile tests

Yes

No

No

No

No





# Traction



**\$40,000**

Revenue per Average Customer



Made by FREE-VECTORS.NET



**\$200,000**

Annual Revenue



**220%**

Customer base has grown in three years



**21%**

Lead Conversion Rate



**9**

Net Promoter Score



# Business Model



**\$30,000**

Training course fee



**\$40,000**



Revenue per Customer



**\$833.00.**

Customer  
Acquisition Cost



**\$65,000**

Client Life Value

**Average Profit margins Have remained constant at 50%**



# Go to Market

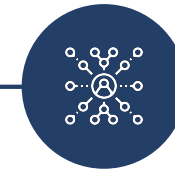
Expand our  
infrastructure  
**\$100,000**



Hire more  
trainers  
**\$150,000**



National  
Marketing  
campaign  
**500,000**



Enlarge our  
sales force  
**\$250,000**



## Results!



**Peter Thorp**  
Headmaster  
Emeritus

**Tom Schenck is a  
recruitment Guru...  
a brilliant  
innovator!!**



**Michael  
Robinson**  
Head of Stuart Hall

**Your materials are  
masterful! The  
pedagogical  
organization  
inspires recruiters  
to excel and grow.**



**Robin Jarchow**  
Head of  
Southwestern  
Academy

**We added over  
2,000 referrals and  
increased our  
enrollment by 20%  
in one year!**



# The Team



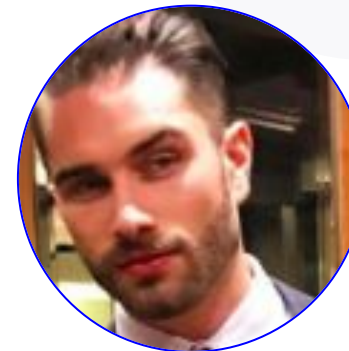
**Tom Schenck**

• CEO



**Melandrew Santos**

CFO



**Hagan Schenck**

VP Branding



**Sadat Jabeen**

Editor in Chief



**Trey Prey**

Dir. of Global Outreach



**Chiranjeev Dutt**

Chief Technology Officer





## **CONTACT US**



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Wormleysburg, PA  
17043



In this seed round we are raising one million in order to hit two million in annualized recurring revenue by Q4 2025

**\$1 Million**

Investment requested



**“Private Education’s Lifeline”**