



FINGERPRINT

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Sutherland-Chan's Student Referral Incentive: A Mutual Benefit

by Ronke Asalu, Admissions Coordinator

As the S-C Admissions Coordinator, part of what I do is sit down with prospective students in an informal interview process, where I like to learn more about what draws them to massage therapy as a career. Recently, I had an interesting conversation with a prospect who said that, although he'd always had an interest in massage therapy, "fear of the unknown" kept him from pursuing this ambition. He currently works as a personal trainer and is steadily building his clientele and earning a decent living. Why would he give that up to try something new, something that might not even work out, right? A good friend of his, a current S-C student, was having none of that. She extolled the virtues of our Advanced Standing program whenever she saw him, raved about the experiences she was having at her specialty clinics, and filled his Instagram timeline with photos of her giving massages at numerous sports events. "At least try the *Intro to Massage* course. It's just for one weekend... I promise you won't regret it."

The rest, as they say, is history. He will be joining our Advanced Standing class this July.

Our market research shows that close to three-quarters of our current students and alumni are "loyal enthusiasts" of Sutherland-Chan. This means that you actively promote the school and recommend enrolment to prospective students; you are the greatest advocates for our program. We truly appreciate your ongoing support of our enrolment efforts and thank you for sharing your Sutherland-Chan story with your co-workers, friends, and family.

Each year, we allocate resources to advertising and promotional campaigns that highlight the merits of a Sutherland-Chan education. While we value the importance and efficacy of external marketing, we also want to directly reward those who steer new students our way by sharing their authentic experiences and perspective with interested individuals. Your participation in helping us to promote S-C is the most powerful marketing tool we have and you deserve to be rewarded for your efforts. This is why we created our referral incentive program.



Ronke's informational pre-interview with prospective students helps identify who has referred them.

Here's how the process works:

- ✓ Speak about the school with someone who shows an interest in massage therapy and whom you feel is a good Sutherland-Chan candidate.
- ✓ Invite them to an Info Session, Open House, class visit or tour.
- ✓ Tell them Ronke will be happy to meet and talk with them.
- ✓ Ask that they cite you as a referrer.
- ✓ Once the prospective student makes contact, I'll be sure to let you know.
- ✓ Assuming the person enrolls, when they have completed the first two months of Term 1 you will receive a token of our appreciation (\$300 for current students, \$400 for alumni).

If you'd like to call or email me with a prospective student's contact information, please do. I'm happy to make note of your referral that way. However, our application and visitors' forms have recently been edited to better capture your details in case you'd rather not spend time sending emails and leaving messages. Let us do the heavy lifting!

In the interest of fairness and equity, please be aware that we can only process student referrals within 6 months of enrolment. If you have any concerns about whether I have been successfully informed of your referral, just give me a call or email within this time period.

If you have any questions, don't hesitate to be in touch with me at: 416.924.1107 ext. 23 or ronke@sutherland-chan.com [link].



T4 student Chad Vincent receives his referral incentive cheque from Ronke.