
From: R -- Redacted by HELP Committee
To:
CC:
Sent: 9/27/2008 12:49:45 AM
Subject: 90/10 and Cosmo

Region II,

Do each of you know where you stand on 90/10? Remember the new Title IV authorization helps us. Where else can you make ground? Contract/customized training is in our favor. I would like to know if any of you are conducting any of the sort currently. Those of you with Cosmo should maximize salon services this year and sell any retail product on your shelves. Inventory makes no sense going into the fourth quarter.

It has been estimated that 47% of revenue in retail salons come from the sale of products. Our students need to know the value of selling retail and our syllabi should drive them to not only sell retail products, but develop a client book of business - they should be "re-booking" the client for the next service.

Make sure your PD and DOE work with R -- on the sales process for Cosmo services. This is a vital part of their post-graduate application and an important factor in our business process.

Thanks,

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