

Excerpts, selected by the HELP Committee, from a larger document
produced by the company

DDC TRAINING



Vatterott-Nation

March 6-9, 2007

VAT-02-14-03904

***UNDERSTANDING OUR
MARKET...
Who Are Our Students?***



VAT-02-14-03911

Sales Begins With...

**AWARENESS,
UNDERSTANDING,
AND
ACCEPTANCE OF
THE MARKET WE
SERVE!**

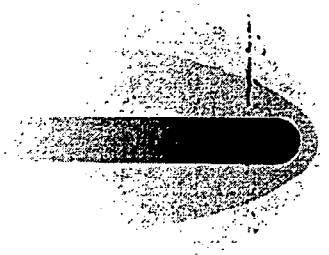
VAT-02-14-03912

Student Profiles

- Welfare Mom w/Kids
- Recent High School Graduates
- College Freshmen dropout.
- Pregnant Ladies
- Recent Divorce
- Military - Active & Retired
- Low Self-Esteem
- Low Income Jobs
- Vocational Rehabilitation
- Experienced a Recent Death
- Experienced a Recent Birth
- Empty Nest Syndrome
- Recent Marriage
- Relocation
- Career Change
- Upgrade Skills
- Physically/Mentally Abused
- Recent Incarceration
- Drug Rehabilitation
- Dead End Jobs-No Future
- College Credits - 2 Years+
- Living w/multitude of Families
- Living with Parents
- Living with Significant Other
- Fired / Lay off
- Self Employed w/ No Benefits

VAT-02-14-03913

Emotion



- We deal with people that live in the moment and for the moment.
- Their decision to start, stay in school or quit school is based more on emotion than logic.
- Pain is the greater motivator in the short term.

VAT-02-14-03914

DIRECT QUOTES...

- **“Lately it seems admissions has been putting in some really troubled people...could this be a trend?”**
- **“This last batch of students you guys dumped in here are about the worst I’ve seen in years”**
- **“I just walked by orientation—
WOW-SCARRRRY!”**
- **“Do your ads say, LOSERS!
ENROLL HERE!”**
- **“You need to target a better demographic it would make all of our jobs a lot easier!”**

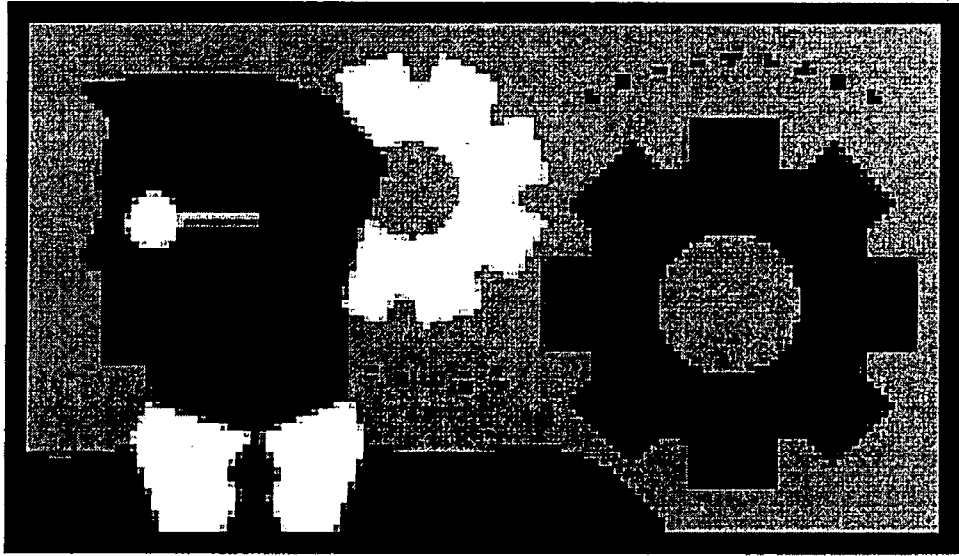
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These Students Are The Reason We're In Business!

- Welfare Mom w/Kids
- Recent High School Graduates
- ATB Students- Limited Education
- Pregnant Ladies
- Recent Divorce
- Military - Active & Retired
- Low Self-Esteem
- Low Income Jobs
- Vocational Rehabilitation
- Experienced a Recent Death
- Experienced a Recent Birth
- Empty Nest Syndrome
- Recent Marriage
- Relocation
- Career Change
- Upgrade Skills
- Physically/Mentally Abused
- Recent Incarceration
- Drug Rehabilitation
- Dead End Jobs-No Future
- College Credits - 2 Years+
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*What We Expect
From You!*

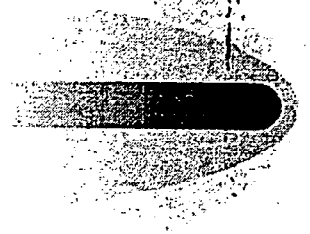


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Effort

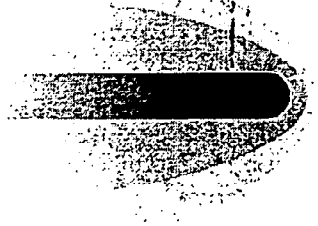
- Expectations are clearly defined
- Focused on daily business objectives
- Feedback is given to meet specific goals
- Outcomes and opportunities
- Reports are used to measure performance
- Training is on-going to exceed expectations

Bench Marks



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Lead Distribution



- **Who Gets What?**
–15 Days

Why?

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Daily Activity

EXPECTATIONS:

Outbound Calls-50 MINIMUM ✱

Appointments Set-5 ✱

Appointments Held-3 ✱

3 Packaged per week ✱

Referrals-2 per week ✱

VAT-02-14-03934