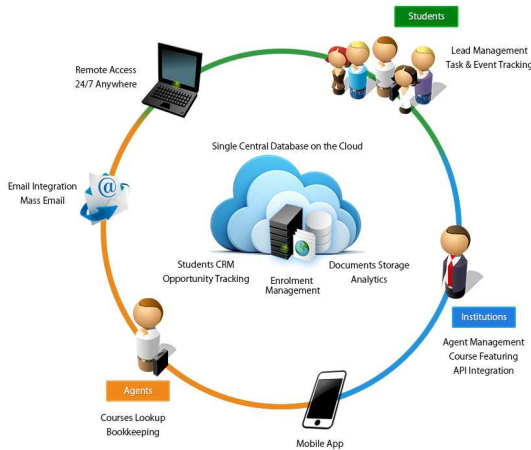# Apac Reach
Unlocking Geographic Potential

1ENROL

1Enrol has developed the world's most advanced web platform for the international student industry, which has rapidly become the preferred tool for agents and schools alike.

They have streamlined the enrolment process and combined a range of additional services that drive the process from lead to enrolment

"Following a long process of development, the platform was ready to take to market, but we had neither the geographic depth, nor sales skills to really provide a significant push to launch the platform in the way we wanted. Apac Reach had the resource that would help us reach our key audiences in Latin America, Europe and Australasia, they also had a pricing model that allowed us to be flexible in how we could use the service. It was not long before we had full diaries for demonstrations from companies across the globe, and we now have a pipeline of opportunities and a thorough knowledge of our market that will help shape the success of 1Enrol in the coming years, Thank you James & Amy"

Thiago Passos Dos Santos
Managing Director 1Enrol
www.1enrol.com

The Brief

To engage the international student industry across 3 core locations, Australia, Latin America and Europe, and introduce them to the 1Enrol Platform.

Identify and qualify the suitability of the platform in relation to their business processes, and gather all relevant information on their individual business characteristics.

Book demonstrations of the platform with businesses who meet the criteria

Manage the sales process through to close following the demonstration, by identifying and managing any objections, and providing customer relationship services.

Provide continual feedback on all market intelligence gathered, with recommendations for amendments to the process.

"It was great being engaged at the early stages of 1Enrols journey, collaborating on the right approach with them, and fine tuning throughout the process led to the success we achieved"

James Cole, Regional Director Apac Reach

The Solution

Apac Reach conducted a thorough on-boarding process that built a substantial understanding of the 1Enrol solution and the target market, they then identified 100 prospect agencies across the various locations

Initial telephone calls were made to identify the decision makers and establish the demographics of each business by the senior sales executives

Conversations were then held with the decision makers, identifying further information regarding their businesses and introducing them to the 1Enrol platform using a combination of SNAP and SPIN sales methodologies

Those companies that matched the profile and illustrated interest were booked in for demonstrations, that were conducted by 1Enrol staff, **19 Appointments were set from the 100 prospects**

All post demonstration follow ups were managed and business closed by the Apac Reach operatives, with feedback on progress provided back to 1Enrol at regular intervals

Continual communication of the market intelligence gathered through the calls was fed back to 1Enrol, with a register of all contacted companies and their responses.