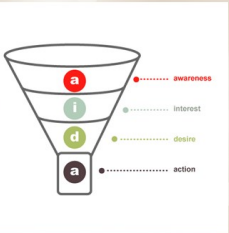
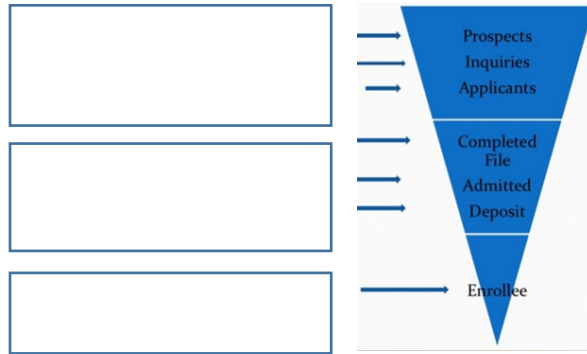


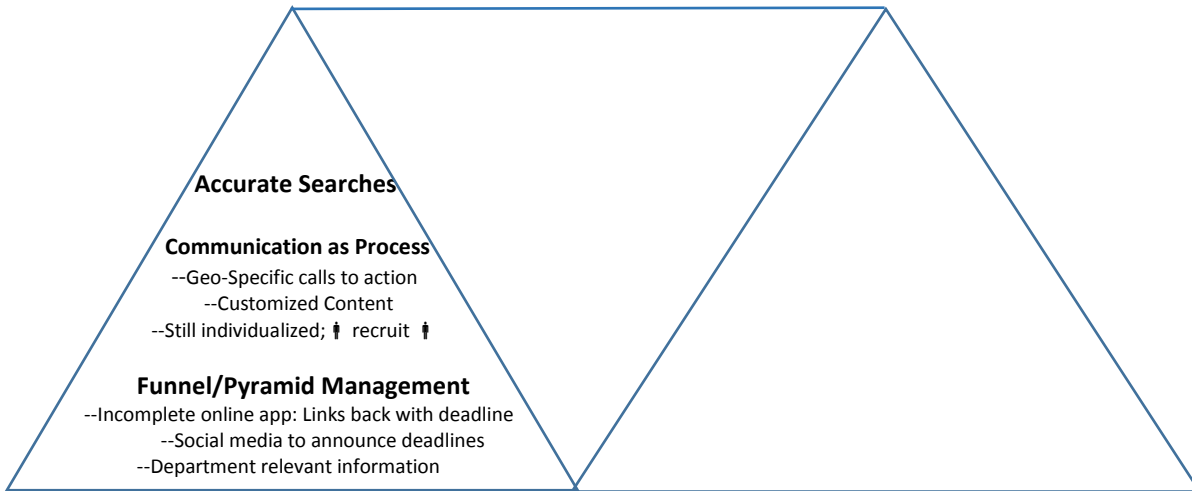
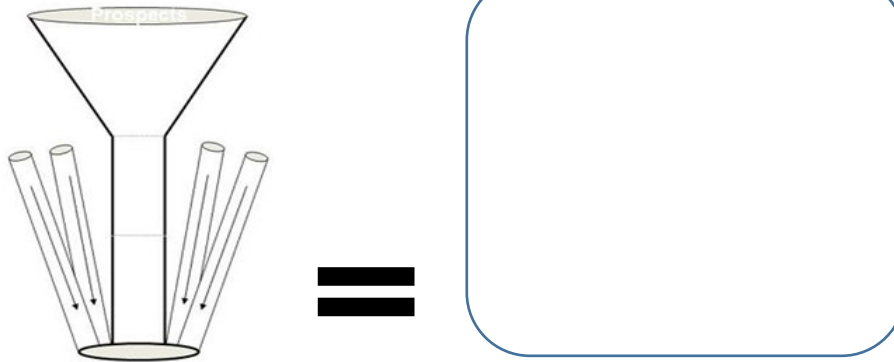
The Sales Funnel

- Derived from field of advertising
- Believed the first notion was in 1904 by Dukesmith
- Credited to Elias St. Elmo Lewis in 1907
- Created the AIDA model, which formed what we know call the sales funnel

Personal Notes

Pathways, Pipelines, and Partnerships



1. 58% of admission directors did not meet their enrollment goals in 2015 (Inside Higher Ed)
2. Today's student is exposed to 30,000 hours of digital information by the time they reach their 20s (Tapscott, 2008)
3. The time American kids devote to media is equivalent to a full-time job (Small & Vorgan, 2008)
4. Only 14% of college freshmen live more than 500 miles from home (CBS Interactive, 2014)
5. The number one reasons students give for choosing their college is reputation, but only 18% said rankings were important (CBS Interactive, 2014)
6. Almost 2 million people over the age of 60 are still paying off student debt (ConsolidateCredit.org)