HOUSING THE NEXT GENERATION

2014 NAA STUDENT HOUSING CONFERENCE & EXPOSITION

Establishing mutually beneficial relationships with university partners.

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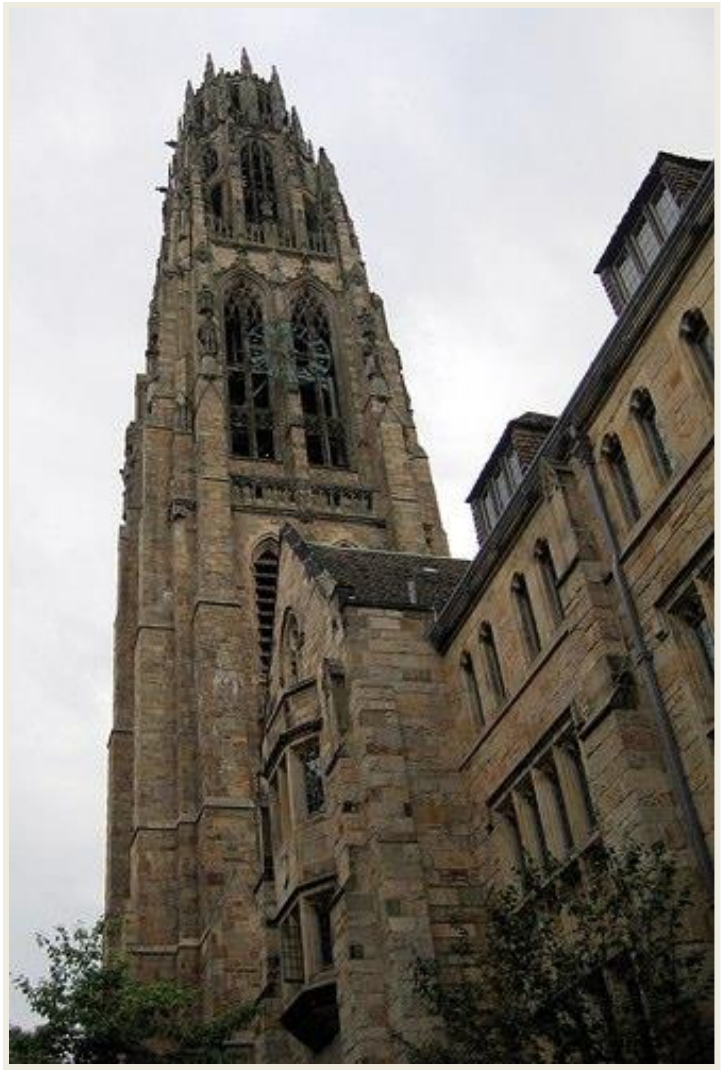

Conquering the Ivory Tower

Or how I learned to stop worrying and love my University

The Ivory Tower

The term Ivory Tower is used to describe a world or atmosphere where intellectuals engage in pursuits that are disconnected from the practical concerns of everyday life.

Ivory Tower denotes a willful disconnect from the everyday world.

Your opinion matters!

- Does your company require field staff to have a relationship with partner universities?
- No? Why?
- Yes? Why?
- What are the benefits?
- What are the drawbacks?
- Impressions
  - Us
  - Them

Your opinion matters!

- Expectations
- What are the barriers to establishing a relationship at your campus?
- Who on campus should we be connecting with?

Getting Your Foot in the Door

- Create a target list
- Set a goal and develop a script
- Locate the decision-makers

Getting Your Foot in the Door

- Introduce yourself and get to the point
- Create a *Benefit Statement*
- Accomplish your goals

The Pop In

- Good, bad… your experiences?

First Impressions

- Learn what people use to form their first opinion
- Choose your first twelve words carefully
- Use the other person's name immediately
- Fine tune your handshake

First Impressions

- Make introductions with style
- Bring your business cards
- Match your body language to your verbal message

So you think working at a university is easy?

- Who are you?
- Why are you important to know?
- What do you have to say?

Know Their Language

- Dorm vs. Residence Hall
- Gorilla Marketing
- Hard Sell or Relationship
- Competition or Option
- We support student affairs initiatives

Your honest thoughts…

- It's a bunch of sh*t!
- I'll do it because I have to…
- I see real value in having a relationship with my university.

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