

## MaxKnowledge Press Release

June 29, 2004

MaxKnowledge and CCA Launch New Online Course:  
Inside-Out Admissions - A Paradigm Shift

Santa Ana, CA, June 29, 2004 - MaxKnowledge and Career College Association today announced the availability of a new online training course for admissions representatives and directors.

Inside-Out Admissions - A Paradigm Shift is facilitated by nationally-known marketing and admissions expert, Michael Platt (CEO/Owner of PlattForm Advertising), and Sean Pittman (PlattForm's VP of Sales).

"We all know that prospective students are often suspicious of an admission representative's motivation, sometimes even prior to speaking with the representative. The best way to avoid this common reaction to a sales approach is to simply not use a sales approach! In this course, we discuss a paradigm shift in the career college admissions process that creates a reverse sales situation where the admissions representative is the buyer and the prospect is the seller," said Michael Platt.

"The proven Inside-Out Admissions process results in significantly improved conversion rates, including Lead-to-Interview, Interview-to-Enrollment, and Enrollment-to-Start conversions," added Sean Pittman.

"This course will teach you the principles and strategies of the inside-out process, including the inside-out phone and interview techniques. The course will help admissions directors and representatives to increase enrollment through an effective admissions process that not only increases starts but also improves retention," said Dr. Amir Moghadam, Executive Director of MaxKnowledge.

The online course is delivered in an asynchronous fashion and participants receive 4 hours of continuing education credit upon successful completion of the training. The course is available on a continuous enrollment basis on the MaxKnowledge website: [www.maxknowledge.com/AD110.php](http://www.maxknowledge.com/AD110.php).

### About MaxKnowledge

MaxKnowledge is the leading training provider for the career college sector of higher education. The company provides professional development and continuing education opportunities for the management, staff and faculty of career colleges and schools - worldwide. The company's mission is to maximize the performance of career college operations through effective employee training and development. For more information, please visit: [www.maxknowledge.com](http://www.maxknowledge.com).

### About CCA

The Career College Association (CCA) is the premier national association in Washington, D.C. representing accredited, private, postsecondary schools, institutes, colleges and universities that provide career-specific educational programs. CCA has over 1,400 institutional members that educate and support almost two million students each year for employment in over 200 occupational fields. For more information, please visit: [www.career.org](http://www.career.org).

### About PlattForm Advertising

PlattForm Advertising is a full-service integrated marketing communications agency specializing in direct-response advertising within the school industry. Headquartered in Olathe, Kansas, the agency provides all aspects of advertising campaigns in-house. These services include strategic media planning and buying, creative production, web design and full-service web marketing. PlattForm Advertising specializes in the proprietary school market, servicing over 1000 campus locations nationwide. For more information, please visit [www.plattformad.com](http://www.plattformad.com).