

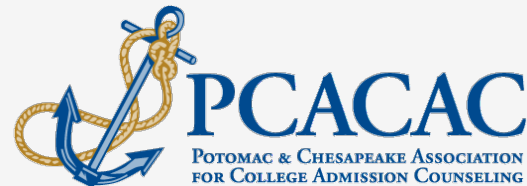
Welcome to
PCACAC's
16th Annual
Summer
Institute



The Art and
Science of
Territory
Management

Session C3

Tuesday, July 16, 2019



Presenters

Presenter**Contact information**

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Learning Objectives

1

- Exploring the science of territory management

2

- Sculpting the art of travelling

3

- Building relationships

The “Science” of your territory

- Understanding the Data
 - Feeder Schools
 - Prior Actions
 - New Opportunities
- Planning your travel
 - Building a travel season shell
 - Different approaches
 - RepVisits (your new best friend)

The Art of Your Territory

- Loyalty is a virtue (and an art form)
 - Sign up for the rewards program for whatever you use to travel
 - Airlines, hotels, trains, rental cars
 - It can be beneficial to stay with one chain or company in each, so you can rack up your rewards
- Recommendations

The Art of Your Territory

- Travel tips and tricks
 - Which hotels to choose?
 - Location vs. home base
 - With loyalty, you can get better rewards at hotels, like free breakfast
 - Use your points!

The Art of Your Territory

- General travel safety
 - Use review websites to ensure that your hotel is in a safe area
 - Always park your car as close to the entrance as possible, and in a lit area
 - Ensure you lock your car and hotel doors

The Art of Your Territory

- Self-care
 - Make sure you don't make yourself too busy
 - Sleep is your friend, but remember your alarm!
 - If you go to a fun place, go see the sights!
 - Eat healthy, but check out the local places!

The Art of Your Territory

- Travel nightmares/horror stories, and what we learned from them

The “Art” of Building Relationships

- With counselors and schools
 - Timeliness is next to godliness
 - The importance of communication
 - Independent counselors
 - CBOs
- With students
 - Be informative but not boring
 - Be patient with their timing
 - Of emails/calls/submissions

The “Art” of Building Relationships

- With parents
 - Understand their overriding, underlying motivation
 - Honesty and authenticity instead of promising the moon

Questions?

Please...

Complete a session evaluation
via the mobile app before you
leave.

Thank you!