



The experts at Tudor Collegiate Strategies have been spending the last 20 years training thousands of college coaches to be smarter, more effective high level athletic recruiters.

Now, that can happen for you and your coaching staff with the convenience and speed of virtual online webinars.

Using our proprietary research and hands-on teaching methods, we can train your coaching staff better ways to communicate and sell their program to recruits. It's been proven to work around the country, and now we can help your coaches, too.





Our live, interactive online recruiting workshop webinars give your coaching staff proven sales, marketing and communication techniques based on our ongoing national research with recruited high school prospects and current college student-athletes, as well as customized findings that we uncover during our research into how prospects are choosing your campus.

Our goal is to give your coaches the tools to dominate their competition in the battle for the best recruits. Lead

by nationally recognized recruiting expert Dan Tudor, our team of experts focus on giving your coaches information that they can't get anywhere else.

- We teach your coaches how to effectively communicate with this generation of teenagers - and their parents - leading to more prospects responding to recruiting messages sent by your staff
- Your coaches will learn how to overcome the new challenges of recruiting under shorter timelines, during times when prospects can't visit campus or have face-to-face contact, and other new evolving communication hurdles.
- Your coaches will learn how to use social media the right way, avoiding the mistakes coaches commonly make that turn a recruit off and make it more difficult to connect with them during the recruiting process.
- We'll teach them how to lead a prospect through the decision making process, enabling your coaches to take control of each recruiting scenario and allowing them to more accurately assess exactly where an athlete is in his or her decision making process.
- Most importantly: We teach your coaches how to "ask for the sale" and become more confident college recruiters who become better managers of the process.



The Recruiting Foundations Workshop

Nationally recognized recruiting expert Dan Tudor and his team lead this trademark two day online workshop that features two 90-minute interactive video webinar training sessions designed over two days, giving coaches key fundamentals to effectively recruit this generation of student-athlete prospects.

In this fast paced, interactive webinar, coaches will learn how to overcome specific recruiting challenges on your campus by developing a specific plan of action, and telling an effective recruiting story to their recruits using key national recruiting research from Tudor Collegiate Strategies to guide them.

Additional add-on topics are also available as a part of the three and four day online training session options:

Designing a Better Campus Recruiting Visit for Prospects

The goal of most recruiters is to get more of their better prospects to come visit campus. But once they're there, how well are you executing a visit that will be remembered, and viewed as better than the rest?

In this live, interactive webinar, we'll use findings from your student-athlete focus group surveys to develop a unique, prospect-centered campus experience that will get more commits at the end of the process.

Effectively Overcoming Your Prospect Objections


If you're a campus or coaching staff that faces repeated objections from prospects, year after year, you need a plan to not only combat those roadblocks, but to turn them into the reasons a recruit should choose your program.

In this session, coaches will learn advanced sales and communication techniques to effectively answer, and redirect, objections that they hear from recruits (and teach them why they're getting objections, and what they really mean).

How to Recruit Transfers and Recruiting Portal Prospects

An increasing number of college rosters are being filled by NCAA Transfer Portal athletes, as well as junior college transfers. And the battle for these difference-makers is only going to get more intense.

In this session, college coaches will get a complete understanding of how to approach these student-athletes, understand why they are transferring, and how to communicate effectively with this group and their different recruiting message needs.



Developing Your Program's Foundational Recruiting Philosophy

The goal of most recruiters is to attract an incoming class of student-athletes that fits their personality as a coach, and meshes well with the culture they've established in their program. The problem: Most coaches have never defined how that affects the way they should be recruiting.

We'll lead coaches through a process that will enable them to define what their philosophy is, and how that should be used to dictate their recruiting plan. This is one of the important foundational aspects of successful recruiting, and long-term coaching careers at the college level.


Asking for a Commitment

It's a simple yet stressful and misunderstood aspect of the recruiting process: Asking a prospect for a commitment. And yet, without this action, building great teams is almost impossible to do.

In this webinar training session, we'll design a plan for coaches that will follow a preferred model outlined by today's generation of student-athletes, and teach coaches how to overcome the fear and inability to confidently and professionally ask a recruit to commit to their program and your college.

Customize a Training Session Based on Your Needs

Don't see a topic listed here? We can custom design one for you to meet your specific training needs. We'll deliver training that'll give your coaches the communication tools they need to compete successfully in this changing college recruiting landscape.



As a part of our signature online recruiting training sessions, your coaches can also receive additional support resources to help them after our instruction is done.

All training sessions feature a detailed recruiting focus group survey that your coaches will have access to, and taught how to use throughout the year for their recruiting needs.

The three and four day sessions feature free access to our subscription-based Honey Badger Recruiting daily recruiting training email and website for 6 to 12 months.

Access to our popular Tudor University online recruiting academy, with detailed video and written training that takes coaches through a step-by-step understanding of how to recruit effectively, from start to finish. They'll also be able to get access to our ongoing live training sessions for our national group of clients and subscribers.

They'll also receive full video access to our annual National Collegiate Recruiting Conference, held each summer. It features coaches, authors, marketing experts and trainers who teach our attendees the latest strategies on how to recruit effectively.

Does the training work?

For decades, Tudor Collegiate Strategies has worked with large, BCS-caliber programs and departments, to small Division III and NAIA campuses, and everyone in between.

The results? Several first time national championships for coaches we've worked with, increased enrollment numbers, earlier class signings, and better overall rosters.

The proof? Nearly 20 years of trust from coaching veterans to first-time head coaches. And, results that are tangible and proven.

Take a look at a few of the comments we've had from the coaches we've served recently...

Mandy –

Just wanted to send you a quick message letting you know how much progress we are already seeing in the short time you have spent with our coaches thus far.

In comparing our Athletic numbers today to what they were a year ago at this time, the department is currently UP 25 deposits. Currently have 77 total athletic deposits and had 52 at this time last year.

Thanks again for all the time and effort you are spending with our coaches to help them better prepare their recruiting cycles and hone in on intentional messaging.

Be in touch soon to start planning your next on site visit!

[REDACTED]

[REDACTED] University

Senior Associate Athletic Director for Athletic Operations

My top 2019 recruit accepted a full ride Division I offer the summer before her senior year of high school (2018). She was incredibly unhappy last semester and is transferring to [REDACTED] this semester - she moves into her dorm in 2 days :) We are PUMPED about her and the way it's all played out has given me the confidence to do exactly what you're saying here!

Mandy,

The past couple days, I've been making first contact calls and have been using the approach I've learned through the Tudor university and all I can say is WOW, what a difference. I am no longer trying to sell them right out of the gate, and I can feel the relief in the prospects voice. I am just trying to get to know them and what they are looking for in their college decision.

One quick question I had, and maybe we can talk more about it Monday, was how to deal with the recruits that WE are not ready to make a decision

To: Jamy Deemer <jamy@dantado1.com>

So Jamy.....I have well over 300 responses. I just wanted to let you know that kids are coming out of the woodworks right now.

[REDACTED]

Fri, Feb 21, 9:23 PM (12 hours ago)



to me ▾

Dan

Thank you again to you and your staff for the messaging. I am currently getting a lot of emails from parents thanking me for the letters I sent them. They are so appreciative and I believe this sets us apart from a lot of other programs. Thanks for all you do

[REDACTED]

and the freshmen and sophomores.

I realize I never thanked you for the first set of emails either, so thank you. [REDACTED] started it yesterday and is enjoying it. I'm so much more confident in my ability to recruit in the last month since I started working with you. Can't wait to see where this journey takes me!

Have a great day!

Virtual Athletic Recruiting Workshop

Training Options

4-DAY TRAINING	3-DAY TRAINING	2-DAY TRAINING
A comprehensive four day training curriculum that is designed to give coaches a complete understanding of effective recruiting techniques, covering planning and executing a plan, including on-campus.	Everything in our two day training, plus an additional session topic for the third day of training, focus on key objections faced on your campus, plus our basic recruiting focus group study with your current athletes.	Two 90 minute interactive video webinar training sessions designed over two days, giving coaches key fundamentals to effectively recruit this generation of student-athlete prospects.
\$3,000	\$2,000	\$1,000
Fundamentals + 2 Additional Sessions	Fundamentals + Additional Session	Fundamentals of Effective Recruiting
Campus Visit Design & Training	Fundamentals of Effective Recruiting	Focus on key recruiting challenges
Full Content Strategy Creation	Your choice of one additional session	Telling a compelling recruiting story
Expanded focus group surveys	Basic focus group survey	Developing a comprehensive plan
12 month Honey Badger Recruiting access	6 month Honey Badger Recruiting access	National recruiting research
Recruiting plan follow-up review	Recruiting plan follow-up review	Recruiting Q&A session
12 month Tudor University access	Expanded recruiting Q&A session	
NCRC Video Access		

We can also create custom year-long training sessions, on-campus consultations with your coaching staff, ongoing client work that enables us to create the communication plans sent to your prospects, and more.

Tudor Collegiate Strategies strives to provide the most cost-effective comprehensive recruiting training to coaches and athletic departments, and we deliver on that promise. We hope we get the chance to work with you and your staff in the near future!