

“How To Recover More Past Due Student Tuition While Maintaining Your School’s Good Name”

And finally get a handle on the process so it’s simple, effective, and super easy to implement....



Dear (first name),

I’m guessing you probably don’t receive little squishy feet in the mail very often. Well, let me explain. I did that for three reasons:

1. To grab your attention
2. Add humor to your day (we all need that)
3. To see if now is a good time for Wexford to get our “REAL” foot in the door to help (schools name).

You have worked hard to provide a quality education that prepares students to go out into the world of cosmetology and make a great living doing something they love. A living that provides great joy to those they serve. The education you provide gives them the ability to change a person’s whole perception of themselves which could change someone’s life. It’s a big deal.

But The Truth is...Running A Cosmetology School Is Anything But Easy.

And if you are like most I talk with you care deeply about your student’s success. You see them every day, you know the struggles they are going through at any given moment, and you most likely know a lot about their family and upbringing. You celebrate their successes and provide a caring ear when they are struggling. You are invested in them as a person, as much as a student.

When Everything Goes Perfect You Have A Student Who Comes To School, Graduates, Gets A Job, And Pays Off The Loans That Helped Them Get There.

But sometimes, as you know, that doesn’t necessarily happen exactly like that. And then you are forced to make a decision that is hard, especially when you are so invested in your student’s success. You have to decide when to utilize an outside agency to help them resolve the debt they have that is either financed by you, or reflects on your schools ability to get funding.

OVER,
PLEASE ↓

Who You Choose To Represent Your School In The Debt Recovery Process Is A Big Deal

You want the collection agency you choose to collect the debt while maintaining your school's good name. You want the student who is struggling to pay you to appreciate the fact the agency you chose treats them with dignity and truly is there to HELP them RESOLVE the debt.

A few important things to look for in an agency are:

- They currently work in the *Cosmetology Education* industry
- They use a strategic yet non-adversarial approach to collecting debt
- They **do not** use auto dialers and actually personally contact the student
- They give you 24 hour online access to accounts, full transparency
- They are **exceptional at communication**
- They give you **tailored reporting** to meet your needs
- They believe the level of service they provide will lock you in as a client not a long term contract meant to hold you hostage
- They routinely outperform the competition by recruiting and training the best people
- They are members of the ACA international, CLLA, and IACC representing their commitment to performing above the highest standards of integrity

If you have been struggling to really get a hold of the process of collecting on your past due student debt, we should talk. If you are currently using an agency that is underperforming in any of the areas listed above, we should talk. Or if you simply want to compare agencies to see if you are getting the best results and service possible, we should talk.

You Are Receiving This letter Because We Understand Your Business And The Passion You Have For Your Student's Success.

Wexford currently works in the Cosmetology Education industry and truly understands your challenges and your student's challenges. We are an Iowa company that focuses in the Midwest to help tuition based institutions to recover past due student debt. AND we excel at all the important things listed above to look for in an agency.

You might want to stop what you are doing right now and call me...

...if you would like to talk about how you can start working with a company who will recover more money while maintaining your school's good name!

When you call, I promise you two things:

1. I will not try to sell you on anything, as I am just here to determine with you whether or not there is a problem that can be improved upon. (No pushy sales people)
2. That Wexford is a quality company, made up of quality people, who do business with integrity.

So pick up the phone, dial the number below, and **CALL ME!**

I can be reached at **1-877-547-6848 ext. 120** to set up a brief phone call to determine whether or not Wexford is a fit for any of (schools name)'s needs. Also, being located in West Des Moines Iowa, I am just a hop, skip, and jump away from your office and can meet you there as I regularly travel in Missouri and through the (city name) area.

I look forward to speaking with you.

Here To Serve,



Tim Mitchum
VP Business Development
Wexford & James LLC
2910 Westown Prkwy, Suite 102 | West Des Moines | Iowa | 50266
v: 877.547.6848 ext. 120 | f: 515.369.7075
tmitchum@wexfordjames.com

*Read what Sheila from
Aveda Institute is
saying below!*



"Wexford has been a great partner to work with on our delinquent student tuition. They are super easy to deal with, effective and always respond promptly to any requests we may have. I highly recommend them!"

Sheila Townsend, Business Manager Aveda Institute Des Moines, Iowa.

P.S. *If you mention the foot when you call before Nov. 1st, you will get 10% off your first three files placed!*