



POWERED BY

California Community Colleges

Unit 3 – Finances, Benchmarks & Data

Understand the LERN Financial Format and the financial industry benchmarks you should be striving to match or exceed. Learn two key Contract Education formulas and how to project leads to generate and contracts to sell. Find out the data to collect and reports that you can run to help you with data-driven decision making.

To complete the Unit, follow these steps:

Step 1: Read the Welcome Page

Step 2: Read the Reading

Step 3: Listen/Watch the Recorded PowerPoint

Step 4: Take the Quiz. The answers can be found at the bottom of the Quiz. A score of 80%, or 8 out of 10, is considered passing.

After completing the Unit, take a few minutes to use what you have learned to generate a list of actions you can put in motion.

DID YOU KNOW...

Contract Education programs must know and zealously promote their unique selling proposition (USP). What is your uniqueness and/or benefits that cause a present or potential client to purchase? Your USP is not your products or something you decide, but instead your way of doing business. Your best clients can identify for you your uniqueness and benefits, and then you should promote your USP (could be a slogan or list of benefits) in your sales kit, on your website and when talking to present and potential clients.