

Upsell Ladder — graduates who can step up to a combination

The combination programs are a progression. A CNA graduate can step up to Advanced PCT, a Phlebotomy graduate to Clinical Support Specialist, a Medical Assistant graduate to Clinical Medical Specialist. This page shows who is on each rung and what the next step is worth.

1 What this page is for

WHAT THIS PAGE IS FOR

Graduates already trust the school. Selling them the next program up is cheaper than finding a stranger. The page lists every graduate of a single program who has not yet taken the combination that contains it, and the uplift — the difference between what they paid and the combination tuition.

THE RUNGS

GRADUATED FROM	NEXT RUNG	UPLIFT
Certified Nursing Assistant	Advanced PCT	+\$2,200
Phlebotomy	Clinical Support Specialist	+\$750
Medical Assistant	Clinical Medical Specialist	+\$750

WHO IS COUNTED

All-time graduates (not just the date window), one row per person, matched by the real Transition Enroll program names. People who already hold a combination are excluded.

2 The number cards

The cards across the top of the page, left to right.

CARD	WHAT IT COUNTS
Graduates who could step up	Completed a component of a combination and have not taken the combination.
Uplift available	Sum of the uplift across all of them.
Average step up	Uplift per graduate.
Combination revenue booked	Tuition booked on combination programs in the window.

3 Who is on each rung

Graduates per single program that feeds a combination. Each bar is a pool of warm prospects for the combination above it.

4 What each step up is worth

Left: total uplift per rung. Right: the mix of single versus combination enrollments.

5 Combination take-up over time

Single-program against combination enrollments by month. Rising combination share means the ladder is working.

6 Step-up candidates

Name, program completed, next rung, uplift, phone. Names appear because the page is behind the login.

7 Step by step

Run a step-up campaign

1. Scroll to **Step-up candidates** and note the rung with the most names.
2. Open **Comms**, audience *Graduates*, and send the certification-follow-up or a custom message naming the combination.

8 If something looks wrong

Uplift shows \$0 for someone.

Their program name did not match a known rung. Tell Mission Metrics the program name so it can be added.