

Central Scholarship Program

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Central Scholarship enables students in Maryland to pursue education or training after high school through scholarships and interest-free loans that fund the gap after all other financial aid has been awarded. Established in 1924 and with over \$1 million in scholarships awarded annually, they screen student applications according to criteria established by their donors.

How Did You Get the Lead

TSI was on their short list of potential service providers, based on responses to inquiries made to local colleges and universities.

What Did Central Scholarship Like About TSI's Services

The flexibility of our system and our willingness to accommodate the unique nature of their program.

What Was TSI's Biggest Selling Point

We took the time to listen to their needs and understand that their key focus was on the borrower experience and they wanted the servicer to be an extension of their office. They are focused on providing low cost funding to needy students and wanted to make sure that the servicer shared their ideals and had the same sense of values and commitment.

Why Did We Win Their Business – Key Differentiators

We kept the focus on the benefits of our solution offering while the primary competitor chose the opposite approach; rather than highlight their strengths, they chose to “bad mouth” UAS/TSI with accusations which were easily addressed, and caused the buyer to question their integrity. We were provided with the opportunity to take the high road and secure the relationship.

What Made TSI Stand Out

While a relatively small program, we made the effort to be responsive and took the time, while in the area on another call, to stop in for a visit and meet with their leadership team.

The opportunity to develop a personal relationship with the buyer at an early stage paid dividends in the end.