

Managing Prospects & Applicants

Dealing with Objections
Session 2

Dealing with Objections from Prospect & Applicants

- Definition of “Objection”
- Synonyms of “Objection”
 - Dispute
 - Question
 - Doubt
 - Challenge

3 Basic Reasons for Objection

Doubt

- Students doubt we can deliver what we promise. Students have doubts because they do not understand the system.
- Why do they doubt? Other universities might have over-promised and under-delivered. How often have we heard... “I was at Podunk University and they told me/never told me/I couldn’t because...”
- The student now doubts everything and everybody.

Doubt

- What can we do to ease their minds?
- How do we give credibility to what we say?
- Explain it and show them
- Send out e-mails with proof including testimonials

Fear

- What is the most common fear of students?
Failure!
- How often have we heard... “well, I’m not sure...”
- This should be our cue. They have concerns and unanswered questions. Don’t be afraid to address these concerns and questions.

Fear

- Students also fear losing what they have already earned
- Have often have we heard... “will you take my credits from X university or will I have to start over?”
- Concerns and questions such as these require your understanding; offer it to the individual.

Unanswered Questions

- Questions still looming about:
 - The product you are offering
 - The promised service
 - And sometimes, You!

Overcoming Objections

All three basic reasons have the same theme:

- How can we help them achieve their goal?
- What can we do for them?
- What can we offer them?

Overcoming Objections

- Information is always the key to helping the student through the process. We do NOT need to overwhelm the student with information. Instead...
- Listen to what they are saying (asking) and respond accordingly.
- Understand their needs and offer APUS-solutions.

What are some Common
Objections?

Transfer Credit

How can we answer the Transfer Credit objection?

- Preliminary Transfer Credit Review
- Explanation of the benefits
- Value to prospect or new student

Time

How can we answer the Time objection?

- Course format/structure
- Frequency of course offerings and registration periods
- How are we different from our competitors?
- Determine what is important to the prospect or student; this will help to adequately address their concerns

Money

How can we answer the money objection?

- Is \$ the real concern or is it a lack of understanding of available resources?
- What do we have to offer to assist the student?
- How can we help?

Conclusions

INFORMATION is KEY!

- When we supply answers to prospects and applicants, we slowly erase their doubts.
- We help them overcome their fears.
- Most importantly, they gain confidence in our product, our service, and in us.