

Managing Prospects & Applicants

Driving the Conversation
Session 4

Prospects & Applicants

- What do they mean to the university?
- What do they mean to us?

Prospect Information

Capture their Information:

- First & Last Name
- Email
- How did they hear about us?

Who's in Control of the Conversation?

- Whoever asks the questions are in control of the conversation
- Answers to these questions allow us to determine the proper information to give
- Driving the conversation also helps us to build rapport with the individual

What does “rapport” mean?

- A relation characterized by harmony, conformity, accord, or affinity
- Building rapport and a sense of trust with the individual can make a difference
- Almost 90% of prospects lost were due to the company’s inability to establish rapport
- Building rapport is important now more than ever

Keep in mind...

- Be an active and effective listener
- Ask open-ended question... this helps you understand their needs as well as any objections that may be preventing their commitment
- Listening effectively will allow you to pick up on underlying concerns which you can address

Leading Questions

What are “leading questions”?

- When do you want to get started?
- What program are you interested in?
- How will you be financing your education?
- When do you want to get started?

Questions

- How do we get started?
- What keys to we hold?
- How do we help the prospect?
- What do we do if the conversation is getting off track?
- What do we do if the prospect does not want to share information?