



Key Responsibility #2

Lead Development

Maintaining High Conversion Rates

Alta Colleges Inc., Confidential

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Module Objectives

- Outline lead types and lead sources
- Highlight the importance of effective lead work-age and conversion
- Explain basic strategies for working leads
- General approach with each lead type

Lead Management

- Best practices included in this presentation
 - Research over a long period of time from multiple sources
 - Proven practices from many Representatives
 - Strategies that have been proven to work
- Validated research from students tells us they enrolled for two primary reasons:
 1. They enrolled at the school that contacted them first
 2. They enrolled at the school because they connected with and liked their Admissions Representative

Best Practices

- Make at least 75 dials per day
- Take effective notes on each call
- Organize your leads by date received
- Maintain energy and enthusiasm
- Avoid leaving voicemails on the first try
- Set a minimum goal of three first time appointments per day (Campus and High School)
- Set a minimum goal of two first time interviews per day (WOL and National)

Lead Types/Admissions

- Phone-In Answering Service (PIA)
- Phone-In Direct (PID)
- Walk In (WI)
- Internal Internet (I/I)
- External Internet (E/I)
- Telemarketing (Internal/External)
- Direct Mail (DM)
- Representative Generated Leads (RGL)

Lead Sources/Advertising

- Word of Mouth
- Television
- Internet
- Telemarketing
- Direct Mail
- Referral - RGL

Importance of Leads

- Sincere request for information from a prospective student
- Significant cost to the organization (avg. \$150 per lead)
- Organization provides enough advertising support to average between 10-15 leads per week for each representative
- Requirement to generate between three to five RGLs per week

Lead Work-age Strategies

- 3x3 Method
 - Contact lead three different ways (i.e. call, vmx, email) at three different times
 - If leaving a voicemail be sure to generate interest or leave an open-ended question so the lead will call back
 - On the third attempt you should repeat the process no less than three times until you hear back, be sure to leave multiple ways on how they can contact you
- Sense of Urgency
 - Whereas leads do not “expire” they are best worked as soon as possible
 - Leads investigate many schools at once, the first to school to call back has the biggest impact
 - Internet leads need to be responded to immediately due to how they responded to our advertising
 - Direct Mail typically has a longer response time averaging three days versus Internet which is three hours
- Prioritize your leads
 - Avoid either working leads randomly or “cherry-picking”
 - PID and PIA will be directly transferred – Work immediately
 - WI are assigned based on a rotation – Appointment and an Interview same day
 - Prioritize RGL, Internet Internal, Internet External, TM and DM

Internet Leads

- Internal – Went directly to our website and filled out a request for information
- External – Filled out a request for information on a search engine or through a pop-up advertisement
- Who are these leads?
 - Thinkers/Analytical
 - Probably in research or “shopping” mode
 - Well informed on the College and competition
 - Somewhat technically inclined
 - Want their questions answered by phone
 - Skeptical about being sold

Internet Leads

Approach



- Call as soon as you receive the lead, you may even contact them while they are still online
- They may be more focused on aspects they are looking for in terms of their education, do not reveal too much information about the College on the phone:
 - “At Westwood/Redstone it is a requirement of the Admissions process for all of our students to complete a career assessment. This will give you the opportunity to have all of your questions answered”.
 - “Our goal at Westwood/Redstone is to personally assist all of our students from initial information gathering to completing the Application process if a fit is determined”.
- Set the interview for the same or next day, assume the interview for WOL and National!

Increasing Internet Lead Conversions



- Internet leads are a large percentage of our lead base
- Representatives need to be successful at working and converting these leads
- There are three phases to follow:
 - Phase 1: Hot Phase
 - Phase 2: Follow up Phase
 - Phase 3: Lead Management Phase

Phase 1: The Hot Phase

- **Call and e-mail internet leads immediately**
 - It is important that you try to reach these prospects through different modes of communication
 - Stress the urgency to set an appointment immediately, convey to the prospect that there is a lot more information they need to know that the internet does not provide
- **Keep e-mails short, ask an open ended question so they are more inclined to write/call back**
 - Insist on importance of speaking in person
 - Individuals using e-mail are accustomed to receiving all information via the internet, and make decisions without talking to a live person

Phase 1 (cont.)

- Call immediately upon receiving the lead
 - Many times you will reach the prospect while they are still online. If not, leave them a message that you will be contacting them later in the day
 - E-mail the prospect using a short, open-ended question (i.e. What program are you interested in?)
 - Call prospect during different times of the day, especially during evening hours
 - Constantly check mailbox to pick up internet leads when they are new

Phase 2: Follow Up

- Continue to work the lead by phone and e-mail until an appointment is set
- Keep reminding the prospect that you are available to address any questions or concerns they may have
- Follow up via e-mail with everything; directions, confirming appointments, etc.
- Persistence is the key!! Many internet leads have full time jobs and families, developing and maintaining urgency is crucial
- Remind them of how we received their request for information, include date submitted and any additional comments they may have made, bringing them back to the point they were at when filling out and submitting the request is critical

Phase 3: Lead Management

- Keep all initial notes in Contact Management, best time/location/number to contact, hot points discovered, etc.
- Key is not to avoid other lead types, but work all effectively

PID-Phone in Direct Leads

- Looked up our number in the yellow pages or were referred directly by a friend/employer
- Who are these leads?
 - Impulsive
 - Ready for a change now
 - Interview immediately!

PID-Phone in Direct Leads Approach



- Respond to these leads with enthusiasm
- Understand there is a reason at this particular point in time why they are contacting you, uncover the reason
 - What is happening in your life today that caused you to take action and speak with me?
- Voice inflection is crucial.....the prospect has created a sense of eagerness in the information gathering process for themselves that needs to be maintained and built on
- Re-organize something in your schedule to interview immediately or schedule an interview later in the day

PIA-Phone in Answering Leads



- Called in after seeing a television commercial
- Who are these leads?
 - Spending time in front of television not focused on anything in particular
 - Not always sure what they are looking for, just realize they need a change
 - Interview immediately!

PIA-Phone in Answering Leads Approach



- PIA's need to be congratulated for staying on the phone through the transfers between departments, and excitement recreated
 - “Congratulations! You’ve made it to the person that can answer your questions!”
 - “Thank you for taking the time to speak with me today!”
 - “I understand it’s taken a little while to get to me, and appreciate your patience!”
- Voice inflection is again crucial
- Reminded lead of their state of mind when they initially dialed
- Re-arrange something in your day to interview immediately or accommodate an appointment

WI-Walk-in Leads

(Campus Only)



- Came directly to campus without setting an appointment
- Who are these leads?
 - The most motivated
 - Ready for change now
 - May have some information about the school from a friend/graduate/employer
 - Tour first! Do an abbreviated version of the phone script with them
 - Do Not shortcut any of the steps

WI-Walk-in Leads

Approach

(Campus Only)

- Tour first to have a better understanding of why the prospect has chosen today to stop by the campus
- During the tour, ask questions regarding their career area interests, family support, motivation, schedule, current work, etc.
- Ask all of the probing questions during the Student Profile
- These prospects are not lay downs, uncover all of the possible obstacles that would prevent them from making a decision

DM-Direct Mail Leads

- Received a career goals questionnaire in the mail, filled it out and (snail) mailed it to the school
- Who are these leads?
 - Introverted
 - Procrastinators
 - Not sure how to make a change
 - Need direction
 - Prefer that information be sent to them
 - Be persistent! These leads may require more calls/contact prior to interviewing

DM-Direct Mail Leads

Approach



- Call immediately as soon as you receive the lead
- Explain to them how you received their information during the introduction
- Mention any additional information they included on the Career Goals Questionnaire including career area of interest, schooling level completed, “hot” points they are looking for in a school
- Start building rapport immediately

TM-Internal Telemarketing Leads



- Not yet converted leads that have been contacted by our internal TM department
- Who are these leads?
 - Procrastinators
 - May have had a bad experience
 - Change their minds on a daily basis
 - May have not been the perfect time
 - Create A Sense Of Urgency

Approach

- Focus on the prospect's current situation and desire for change
- Has anything changed in their lives since they first submitted a request for information?
- Building good rapport and connection with the prospect is crucial; they are most likely going to show up because they like the Representative

TM-External Telemarketing

Leads

- An outside Telemarketing agency has contacted them
- Who are these leads?
 - The most unmotivated of our lead types
 - They have not done any work to receive our call
 - Make sure they realize we are not telemarketers

TM-External Telemarketing Leads

Approach



- Follow the script closely
- In the introduction, ask a couple more questions to get them talking
 - What are you doing now? Are you happy with your current job situation? Can you see yourself in the same place you are now in five years?
- Build the credibility of the College
- Focus on Career Goals and the benefits of an assessment
- Be Persistent

RGL-Representative Generated Leads

- They have been referred by a current student, an applicant, or a prospect
- Who are these leads?
 - May be slightly more informed
 - May have mentioned they are thinking of going back to school
 - Make your life easy! Have the person that referred them call them to let them know you'll be in touch

RGL-Representative Generated Leads Approach

- Try to conduct the interview with the lead source present
- Benefit sell the fact they will be going to school with someone they know, friends that go to school together graduate together
- Be sure that if the RGL enrolls, they will start even if their friend drops out and vice-versa
- Although it may be tempting, do not cut out any steps in the process

Conclusion

- Work all leads within 24 hours
- Approach leads differently
- Realize leads have different motivations to contact us
- The first one to call the lead has the highest chance of converting them
- Leads respond to Representatives they like and build a relationship with