



The Admissions Presentation Seven-Step Overview

Alta Colleges Inc., Confidential

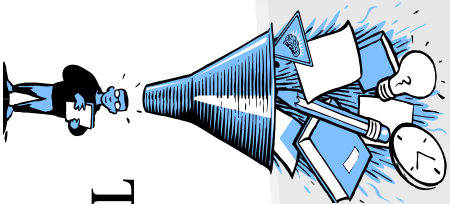
Rev. 07.29.2008

Module Objectives



- Explain and illustrate the philosophy of the “Funnel Effect”
- Outline the Seven-Step interview process
- Identify the trial closes within the Nine-Step presentation

The Funnel Effect

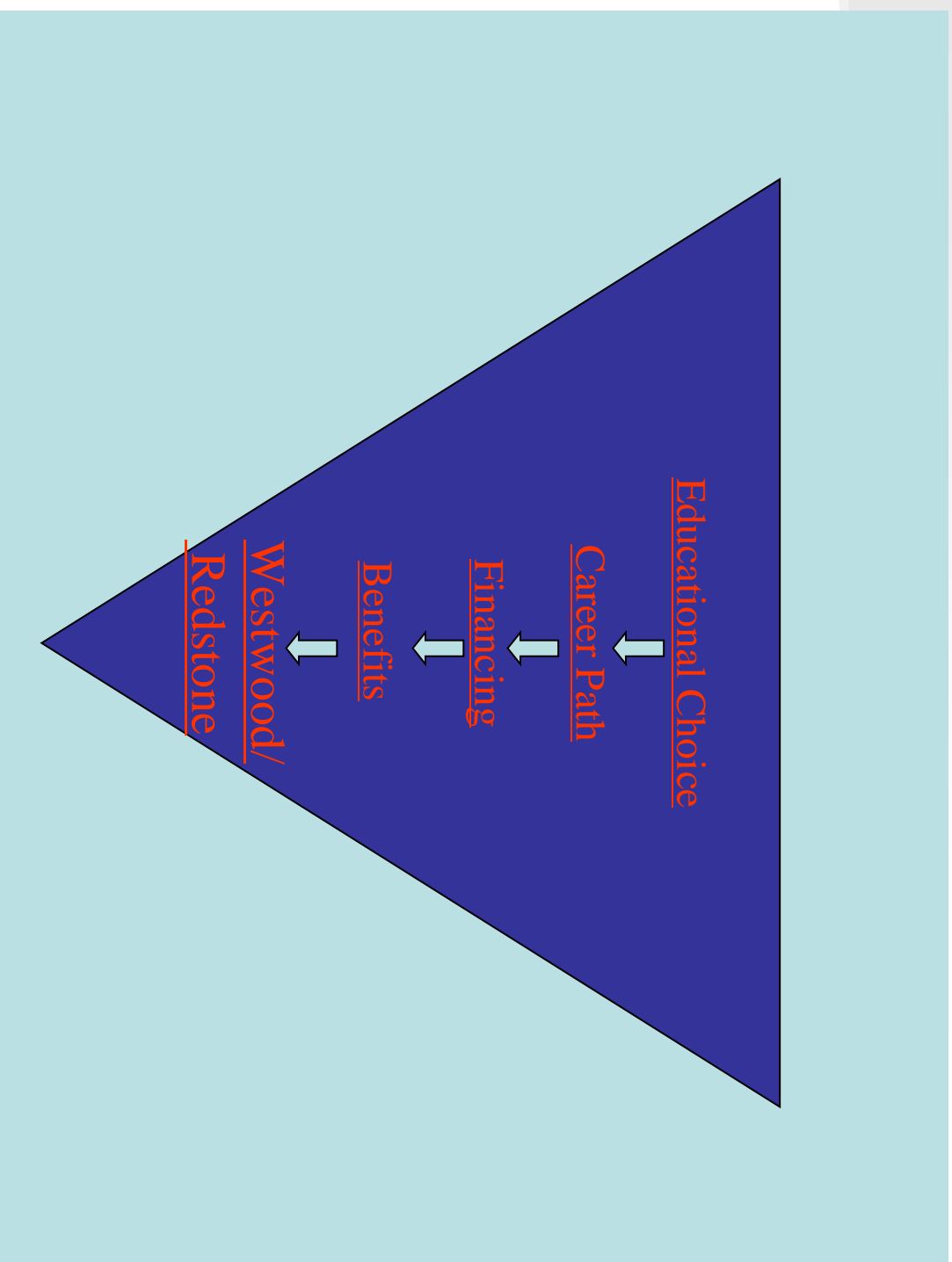


The core concept of the Seven-Step Interview process is the Funnel Effect.

By strategically asking your prospect to make a series of decisions during the interview you will be able to eliminate all of their objections and guide them in their choice to attend school.

These decisions are presented in the form of four Trial Close questions during the interview.

The Funnel Effect



The Seven-Steps

1. Establish Rapport
2. Set Expectations
3. Profile
4. Career Fields & Programs
 - Trial Close #1 – Do You See the Benefits of Career Focused Education?
 - Trial Close #2 Does This Career Field Provide You With What You are Looking For?
5. Financing
 - Trial Close #3 Do You see How You Can Afford an Education on a Monthly Basis?
 - Trial Close #4 Do You See the Value of Investing in Your Education?
6. The Westwood Difference
7. Finalization

Step One

Establish Rapport

- The purpose is to establish an early bond with the prospective student. This will assist you in uncovering their motivations during the profile.
- Introduce screen sharing (via Breeze) if prospect is in front of a computer with broadband internet
- Introduce Career Assessment to the prospect
- Introduce Westwood College. Review our history, campus locations, and accreditation.

Step Two Set Expectations

- Review the realistic expectations of pursuing and obtaining a college diploma.
- Help your prospect understand that “Commitment takes an investment from them”.
- Discuss the three areas of Investment. Give actual examples for understanding. Let them know you will address each area in more detail later and help to formulate a plan for success:
 - Time Investment – Balancing time with work and family
 - Financial Investment – Student Finance helps our students cover the cost of their education everyday. If you commit to the steps needed your payments, while in school, could be \$0 to \$150
 - Emotional Investment – Many of our students need to make sacrifices for college success.

Step Three Profile



- Use the Profile to ask questions in a conversational manner
- As the prospect reveals his/her interests and needs you will be able to identify their career field and program selection
- Asking second and third level questions will help you to identify the prospects needs that can be met through Step Six: The Westwood Difference (Benefits).
- The profile will assist you in accurately identifying any objections and/or concerns that need to be overcome
- Through careful listening and paying attention to detail you can identify your prospects motivations (drivers) and commitment level

Step Four

Career Fields and Programs

- Discuss the advantages of a Career Focused Education.
 - **Trial Close #1:** “Do You See the Benefits of a “Career-Focused Education”? Why is that?”
- Click on the proper Institute icon then click on the program the prospect is interested in. Describe the three areas of the program.
- Briefly describe the characteristics of the program, what they can learn and what they can become.
- Use a combination of the presentation slides and the course catalog to review “Program Specifics”.
- Highlight the prospects opportunity for a higher income with an education using the “The Value of an Education” graph. Don’t make guarantees, but objectively review the graph outlining the national average salaries with and without a college diploma.
 - **Trial Close #2:** “Does this Career Field Provide you with what you are looking for?” “Why?”

Step Five Financing

- Review the Financial Aid slides using disclaimers such as: “I’m not a Student Finance Advisor” and “Financial Aid is available to those who qualify.”
- Review Tuition per Term, books, software and toolkit as listed on the Investment Sheets
- Outline options to afford a college education using the Presentation and the Financing Your Education video.
- This section should be covered in an upbeat, confident manner using positive language showing there are options. Its also key to focus on making them feel comfortable by educating them of their various financing options.
 - **Trial Close #3: “Do you see how you can afford your education on a monthly basis?”**
- Read through Co-Borrower information. Discuss why a Co-Borrower is needed and who could be a Co-Borrower for your prospect. Use names they mentioned in the Profile, brainstorm using the Presentation Slide suggestions.
- Review the “Return on Investment” graph. Be sure the prospect understands the small cost of an education vs. their lifetime gain.
 - **Trial Close #4: “Do you see the value of investing in your education?”**
“Why?”

Step Six

The Westwood Difference

- Effectively benefits sell on all bulleted items by matching the prospects needs (from Profile) to the features of Westwood. Highlight benefits that matter most by relating them to their specific interests and goals. The Westwood/Redstone Difference, Faculty, Alumni Retraining, and The Success Team.
- Skillfully ask open-ended questions achieving two important objectives:
 1. Allows the Representative to verify the prospect's level of understanding before continuing the interview
 2. It allows the prospect to sell themselves and they will know how to justify their decision to attend our college after the interview is over

Step Seven Finalization

- Summary Close: This is a review of the prospect's answers from the first four trial closes.
- Ask Trial Close #5: "(Prospect), do you see how Westwood is the place where you can succeed? How will Westwood provide you the _____ (review the prospect's drivers) you are looking for?"
- Slide Review: Commitment Takes an Investment from You
- Utilize one valid takeaway (time investment, financial investment, emotional investment)
- Assume the Close: "How would you like to take care of the \$100 application fee today? We accept debit, credit card, check and savings."

Interview Timeline

- Step 1 – 5 minutes
- Step 2 – 5 minutes
- Step 3 – 20 minutes
- Step 4 – 10 minutes
- Step 5 – 10 minutes
- Step 6 – 5 minutes
- Step 7 – 10-20 minutes
- E-Signature/Student Finance Checklist Portal – 10 minutes

Total Time = 75 minutes + 10 minutes for Enrollment Completion

No more than 85 minutes total

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The Seven Steps



- Be consistent
- Stay on track
- Ask open-ended probing questions
- Use the prospect's name
- Involve the Buying Committee
- Follow the process – it works!