

Overcoming Objections

The following are some common objections & tips on how to overcome them:

Concern: Not enough time

Response: How much time do you believe this will take?
How much time can you invest in yourself?
Is there ever a *good* time to go back to school?
Why did you call or request the information? (Don't sound condescending)
Walk me through a day in the life of you. When do you get up/home from work, etc?
Do you see yourself having more time for school in the future?
How would having your degree afford you more time?
How long have you been thinking about finishing your degree?

Concern: Money/Cost

Response: Investing in yourself... You're worth it right?
Education is an asset that never depreciates.
How much did you plan for?
Compare cost vs. new car (\$20-30,000)
Ashford is more affordable than most private schools offering online programs.
How much more will you make once you have your degree?
What costs more, having your degree or not having it?
Are you aware of the financing options available for those who qualify?

- Student loans not income or credit based
- Loans deferred while in school
- Have up to 10 years to pay back

Concern: Credibility/Reputability

Response: What do you know about accreditation or AU?

- Established in 1918
- Traditional 4-year campus with sports teams, dormitories
- Regionally accredited since 1950

98% of students surveyed said they would recommend AU to a family member or friend

Concern: Fear

Response: What concerns do you have?
Explain the benefit of having a personal advisement team (EA, AA FSA)
What makes you feel more anxious? Obtaining your degree or not having it?
Tell me about another time in your life you felt afraid and how you overcame that fear?
Students just like you that have been out of school, working adults, etc...
Many resources: online library, tech support, writing consultant, etc

Concern: Procrastination

Response: What significant advantage is there in waiting to begin?
There will always be a reason for putting off finishing your degree. What is yours?
You could have completed ___ classes by now.
It doesn't get better later, it just gets later.
Why are you waiting to begin?
How long have you wanted to finish this goal?
If you get laid off, it would be better to have a degree to fall back on, right?
Two years is going to pass. Wouldn't you be better off with a degree in that time?
There is a way around every obstacle.
If you want your degree, you can have it, and I will show you how to make it possible.
What is going to change in ___ months/years when you plan to start?
If you procrastinate you'll never graduate! (Said with a big smile!)

Concern: Just Shopping

Response: What research have you done so far?
What will be your determining factors in selecting a school?
What schools are you looking into?
How much does it cost to earn your degree there?
What do you know about AU?
What do you like at AU?
Would you like me to help you with your research? (Send AU Advantage)

Concern: Unsupportive Person in the Student's Life

Response: What concerns does he/she have?
Is he/she available to speak to me/with us on the phone?
Let's discuss how you are going to present the information to him/her.

Concern: No computer or limited technology skills

Response: Who is supporting your decision to go back to school?
Does he/she have a computer you can use?
Is he/she willing to help you with understanding how to use the computer?
Is your employer ok with you using the computer at work for school purposes?
Are you willing to go to a library?
If I made myself available to show you some tips on the computer, would this help?
Did you know that you will have access to a Writing Mentor in your 1st course?