

## ***TELEPHONE TECHNIQUES***

**Script:** The telephone script is the Representative's best tool in finding out information about each student candidate. The script allows the Rep to find out what interests the candidate has and how that interest can translate into a career. The first phone call establishes rapport with the candidate and, when done properly, establishes a compelling reason to show up for an appointment. The script should remain on the Representative's desk whenever they are on the telephone and should not be altered. Always remember to stay on the script. Just like a Hollywood actor ... bring your professionalism to the performance but stick to the script. When you are asking the candidate questions, commend them on their plans; project your excitement as they share information with you. You must impress the candidate that they are your primary focus and the only thing that you are concerned about during those moments. Look at the script as running on a track. You will never finish the race if you are on the sidelines or in the grandstands. Keep focused and keep on track by keeping on the script.

**Probing Questions:** The key element to success when speaking with the student candidate is asking probing questions. Think of it as peeling an onion. Getting to the core of the onion is the only way we can lead the candidate down the path of discovery. Always ask open-ended questions. Avoid asking questions that generate yes or no responses. For example, "Why do you think you would enjoy a career in Computer Animation?" "What is it about Fashion Design that excites you?" Finding the candidate's "Hot Spots" is the key to driving enrollments. Some candidates will volunteer a lot of information. Others will be a little less eager to let you know what they need. Open-ended probing questions will allow the Rep to search, in a directed manner, for those things that excite and motivate the student candidate. Always project enthusiasm with every individual that you speak to. Consider placing a mirror on your desk. What you see in the mirror is what the candidate hears on the telephone. Project confidence and sincerity with a winning smile and they will hear it in your voice.

**The Recap:** Recapping what the student candidate has shared with you is critical to the success of setting the "compelling" appointment. Not only does it establish that you have listened to them intently but it also establishes that you care about what happens to them. The recap has a disarming effect. The candidate knows that you will ask them to do something. The recap establishes that you understand their needs and, in effect, makes them want to do something. They will want to see you because they believe that you are committed to helping them more than you are committed to helping yourself. Take copious notes while probing the candidate. Write down their exact words as they express to you what they need from you. When the student says they want to be "a game designer," that's **exactly** what you repeat during the recap. Not just a great game designer, rather ... "*an awesome game designer.*"

**Appointment Setting:** The final and most important step in the telephone process is setting the appointment. When setting the appointment, the Admissions Representative must always stay in control of the conversation. The Rep must earn the right to ask for

the appointment. If you have built rapport and establish your desire to help them to get to the other side of their career dreams, you have earned the right to recommend a meeting with you. When setting the appointment you must remember the things they told you about their schedule and activities. When available, give them a choice that coincides with their schedule. Always use the “which” close. “I am impressed with what you have shared with me Jack and I am certain that I can help you. I am willing to set aside some time on my calendar to meet with you - and your parents / buying committee - personally. *Which* works best for you, morning, afternoon or evening? Great. I have some time available today at 6:15 or tomorrow at 5:45, *which* would work best for you? Limit the time frames that you offer to that student and always express to them how busy your schedule is and how important it is not to procrastinate. If you offer too many time availabilities, it

appears as though there is no urgency or demand. When you set an appointment with a high school student, ask to speak with a parent to confirm their availability for the date and time set.

**Overcoming Objections:** Objections are often viewed as the most frustrating part of the appointment -setting process. Actually it is hard to imagine setting a solid appointment without having to overcome a few hurdles. Therefore, objections ought not be frustrating, but rather exciting because it is the best indicator that a great appointment was set. The representative must stay in control. Listen to the objection, interpret what the objection is and address it. Use the “feel, felt, found” method. “I understand exactly how you *feel*, Pat, and I have helped many students who have *felt* the same way. They have *found* that by taking the time to meet with me...” Good listening skills are key to a Rep’s success. You must hear what the candidate is saying to you without interrupting or finishing their thoughts for them and not thinking about what it is that you will say next. If you find yourself struggling for a comeback statement, you probably have not listened as well as you could have.

*Please see “Handling Objections” – Page 94*

**Confirming Appointments:** It is very important that each Rep confirms his or her appointments the evening before the appointment. This will help reduce “No Shows.” Never tell the student candidate that you are calling to confirm the appointment. Always present another reason for calling. “Jon, did I ask you to bring in your portfolio or some samples of your work ... Jon, I don’t remember if I gave you directions to the college.” The best way to confirm the appointment is to do so before you leave for the evening. If the candidate is not at home, don’t leave a message with a younger brother or sister or on an answering machine. You will want to speak with them directly in the unlikely event that you must reschedule the appointment with the candidate. Speak only with the student candidate or the parent or a member of the buying committee.

**Paperwork:** It is imperative that all paperwork is submitted before you close out your day. Timely paperwork is an absolute must. Reps are responsible for turning in their Daily Rep Activity Report. This documents appointments set that day, interview status and enrollments. This information is put into CLASS or Campus 2000. Without the

paperwork the FLASH Report will show you as having done nothing the day before. Clearly not the impression you want to make. In addition, a Call Sheet (tick sheet) or Time-In Time-Out sheet should be submitted each day. This sheet documents how many calls are made within a specific time frame and how many appointments are set within that period. Reps must also be diligent in submitting Enrollment Folders if they have enrolled students during that day. If any of this paperwork is not submitted it is extremely difficult to document your activities or keep track of scheduled interviews and enrollments.

## TELEPHONE TIPS

- treat each person as an individual.
- Never prejudge your leads.
- Congratulate them...build rapport, their self-esteem, and reinforce their decision.
- **DO NOT SELL THE SCHOOL.**
- **DO NOT GIVE TOO MUCH INFORMATION.**
- Take good notes.
- LISTEN!
- Keep it Short ... a good call should only last 7 or 8 minutes.
- Sell Yourself.
- Stay in Control, we do this by asking open-ended questions.
- Invite the Buying Committee.
- Create a sense of urgency.
- RECAP the information shared with you.
- Ask for Referrals.
- Set the appointment using the "*which*" close.
- Give good directions - Tell them to get a pen and paper.
- Have them repeat the directions back.
- Ask for a courtesy call if they are running late or get lost.
- Tell them to bring their questions with them, as well as, any work they have done in their field of study.
- Tell them how excited you will be to meet with them.
- Send them directions via mail or email; include appointment time and date. Don't forget to leave them with your phone number.
- Jump up and down...You just set a perfect appointment!