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Overcoming Phone Obstacles

Introductions of facilitator

Purpose of today's training: teaching you to overcome common phone objections on the phone.

Has everyone attended the Virtual Ignite training... today's training is built to enhance that training, so please do not stay on the call unless you have attended VIT.

Any questions?



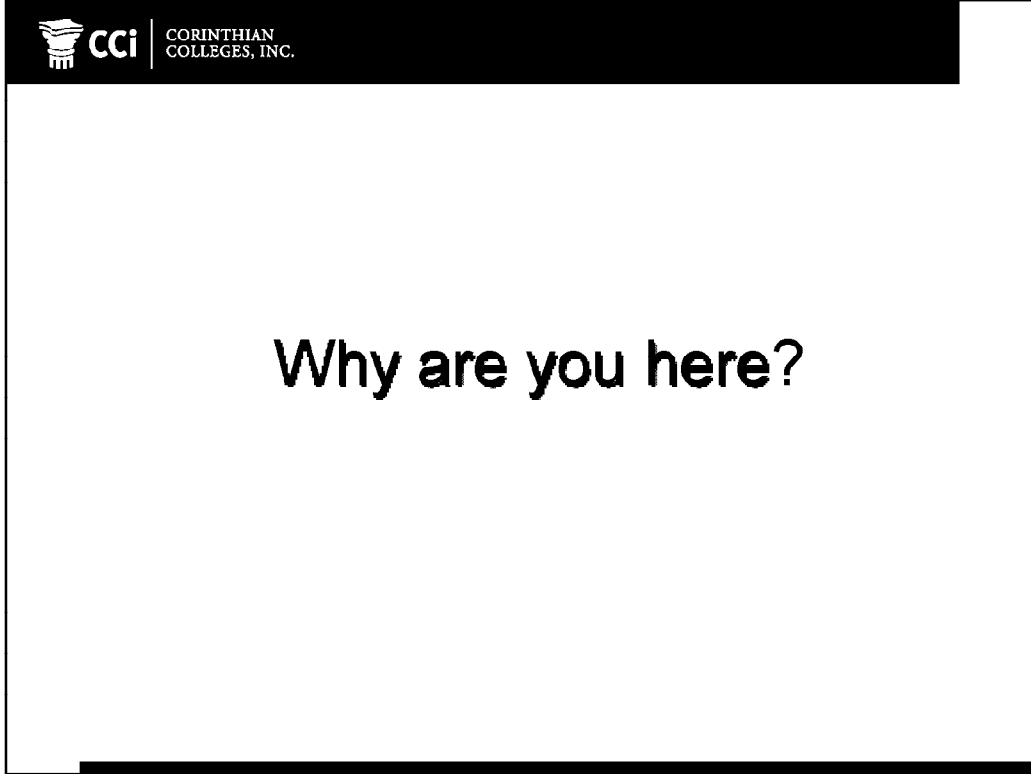
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Helpful Hints



What does this remind you of? (read answers)...is it a hotline? Your phone is your best friend in Admissions... master it and you will do well. Also, how well you do on the phone is solely up to YOU...no one else on the enrollment team effects your lead to interview conversion except YOU.



Are there particular objections you want to discuss today? Most common phone objections are handling cost question, handling a student that wants a brochure instead of an appointment, handling programs we don't offer.



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What are obstacles?



“Something that impedes progress or achievement”

What is the meaning of the word “obstacle”....”something that impedes progress or achievement”. However, on the phone, a person asking about cost, for example, may indicate a buying signal. Obstacles and your reaction to them are up to you.



Basis of Obstacles

Lack of Knowledge

Not Ready to Buy

FEAR

Value Not Realized

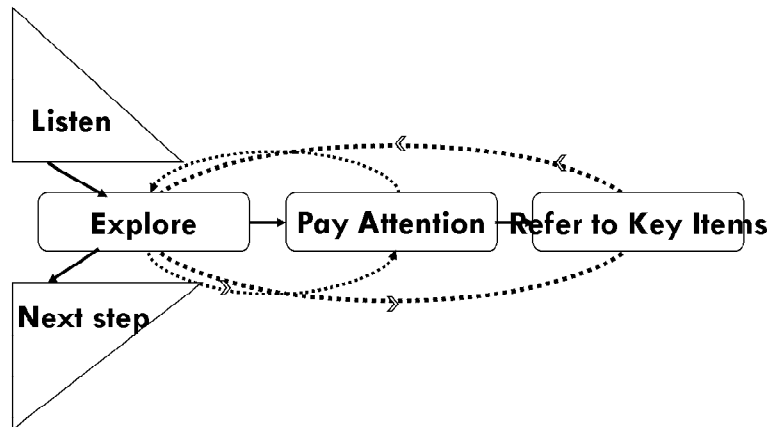
Perceptions

Lack of Self Esteem

Why do you think obstacles happen? What causes them? (read answers). FEAR is the most common obstacle (have you built rapport, credibility and rapport?). Value not realized (have you given the student a great reason to come in, based on what they are looking for in a school?). Perceptions could mean perceptions of you, the school... (are you asking questions to engage the students, not giving information on the phone?). Not Ready to buy (remember, the phone call is NOT about selling the student yet, it's about motivating the student to come in for one visit... are you SELLING on the phone?). Lack of Self Esteem (are you building trust and rapport with the student so they like you and feel safe coming in? Are you listening for their fears that they might mention on the phone and addressing it so they feel OK in coming in ?).



Review of Learn Model



Let's look at the LEARN model, the basis for communication with our students. Review each section, paying attention to what each means and what it sounds like on the phone. Key items, (what the heaven 7 means to the student personally) is a key element to the success of the phone call. Listen and exploring are activities that the Rep has to do well to get the student to come in, providing the Rep pays attention for answers from the student. Without the next step (setting an appointment for today or tomorrow), the student may never change their lives.



How to Handle Obstacles

Genuine Interest

Listen

Provide limited information

Respond with a question

Determine real concern

Some common sense tips for handling obstacles: ensure the student know you are genuinely interested in them (be here now). Listen more than you speak. Provide limited information (for example, if the student asks about schedule, don't immediately answer with all the sessions offered. Instead, ask "what schedule are you looking for? And listen to the answer. By then simply saying "yes, we have evening classes. You might like to know that a lot of our student also work full-time while going to school so it definitely can be done", the Rep is giving the student limited information that will bring the student into the school. Remember to respond with a question (explore the concern or obstacle), don't just launch into a rehearsed speech concerning the obstacle. Explore to find the real concern...ask more questions, determine what is behind the obstacle.



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**What are four obstacles that
you encounter most often?**

Watch the chat box and see some common obstacles.

1. Handling cost question
2. Handling a student that wants a brochure instead of an appointment
3. Handling programs we don't offer
4. Don't have time in general (to talk on the phone, come in for visit, time for school)



Common Obstacle #1

How much does it cost?

Are you interested in the black-and-white number, or how this can be affordable?

Have you looked into what you might qualify for in Financial Aid?

Other responses: “Is affordability what you are concerned with?”, then “tell me more...”. By finding out what is really on the student’s mind (usually if they can afford to pay for school while a student), you can easily kill the obstacle without giving away too much information. Remember to mention the student finance staff and that you, the Rep, will see to it that they meet someone from Student finance today.



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Common Obstacle #2

I just want mail.

*Great, I'd love to send that your way.
Do you mind if I ask you a few brief
questions to understand what career
information would be best to send?*

Answer with a question, explore.



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Common Obstacle #3

I'm interested in the (non-
Everest/Wyotech) career.

*What is it about the _____ career that you
would enjoy?*

*I'm curious, is it your desire to have the _____
title or is it that you want to be in the _____
field?*



Common Obstacle #4

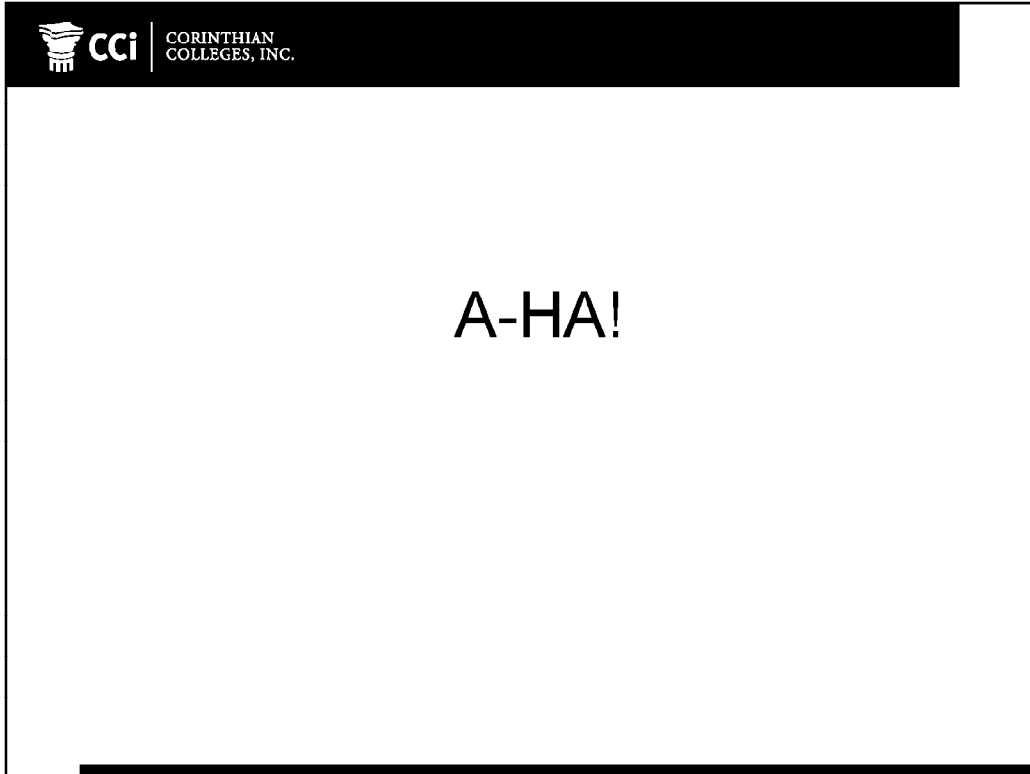
I don't have time...

to talk on the phone: No problem. What is the best time and number to reach you live?

to come in for a visit: I understand how busy your might be. (Name), would it help to know that we are open until (time)?

time for school: That's not unusual. Would it put your mind at ease to know that many of our students attend just half-day classes?

I don't have time – what might they mean by that?



Get some ah-ha moments from the call and see what they will take away with them. If time allows, you may want to address more objections, such as when a person asks for a brochure, or a program that isn't offered.