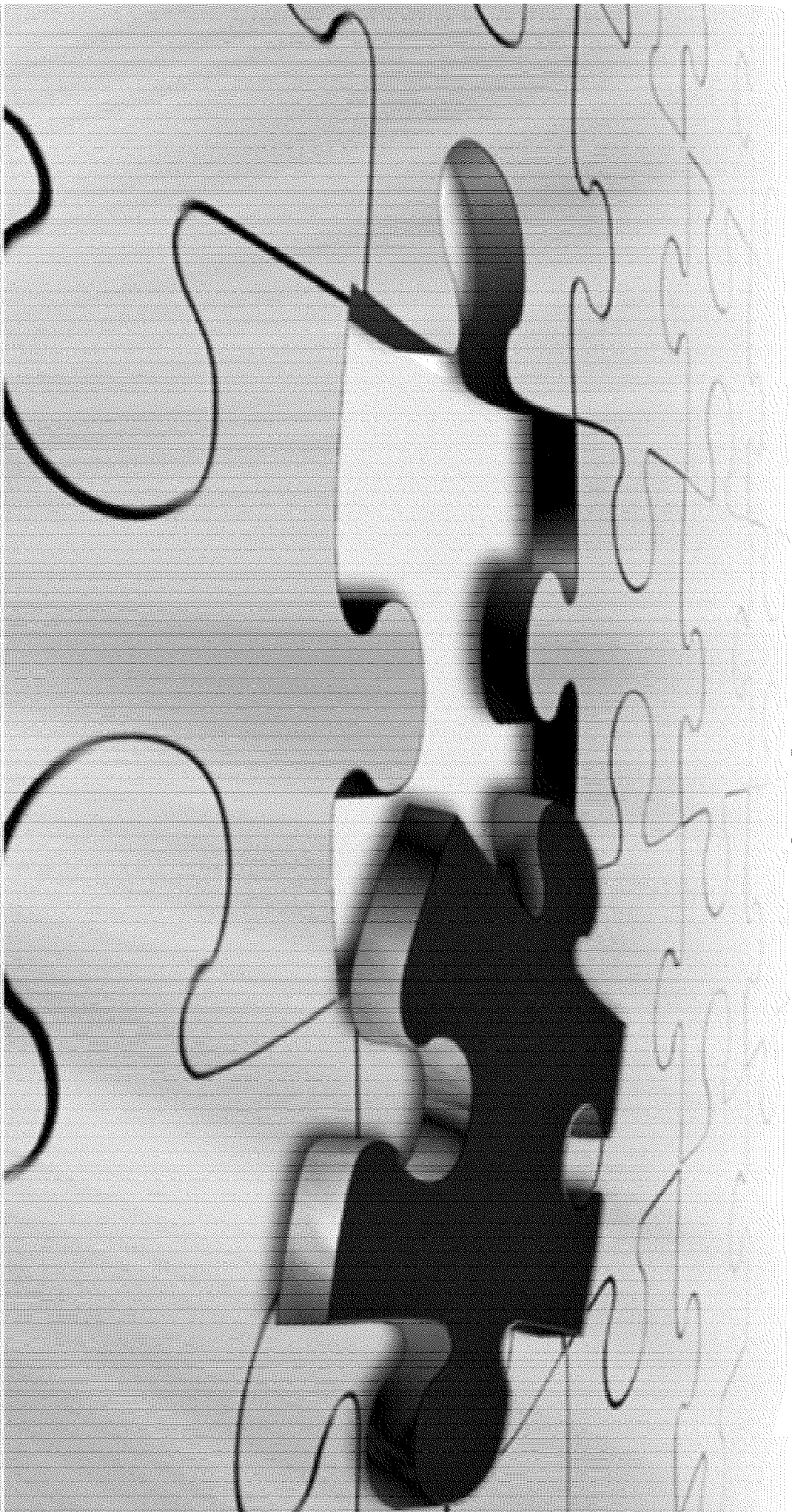


Excerpts, selected by the HELP Committee, from a larger document
produced by the company

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Overcoming Objections



DEVRY0085677

Smokescreens



Defined...

- *a screen of smoke to hinder enemy observation*
- *something designed to obscure, confuse, or mislead*

Notes Slide : 6

Let's start with the literal definition of a smoke screen and compare it to the ones we here from our students. Does anyone in the room have a military background? What does the military use smokescreens for? Now let's compare to DeVry/Keller terms. Why do we hear smokescreens from our students?

DEVRY0085685

I'm just looking.

**Please send me
some information.**

**I need more time to
think about it.**

**Now is not the right
time for school.**

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7

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Notes Slide : 7

Discuss common smokescreens not just DeVry specific. We are all guilty of this one when we walk in to a store...? Why do we tell the sales clerk that we are just looking? What may we be afraid of or hiding from? Proceed with other sample smokescreens (not time to overcome yet, just stating examples). We will get to these when we have time to practice.

DEVRY0085687

Objections



- ***A statement of challenge of resistance***
- ***Valid, emotional concern***
- ***Positive sign that decisions are being made***

Notes Slide : 8

Now that we've discussed smokescreens let's define objections and understand the difference. Who can tell me what the definition of an objection is? What's the difference from a smokescreen? Is it bad to hear objections during the interview? Why or why not? When do they typically come up? Now that we understand what objections and smokescreens are, let's talk about what to do with them during the admissions process.

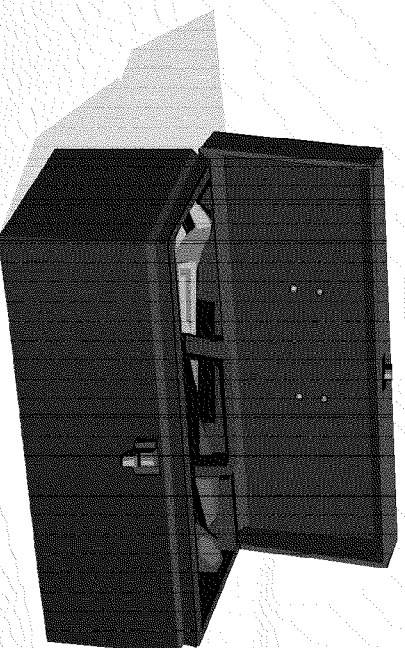
DEVRY0085689

How do we...

Identify?

Neutralize?

Resolve?



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Notes Slide : 9

1) One use strategic questions 2) Prevent objections from happening. Sometimes this is as simple as conducting a solid interview. 3) Resolve – transition into techniques.

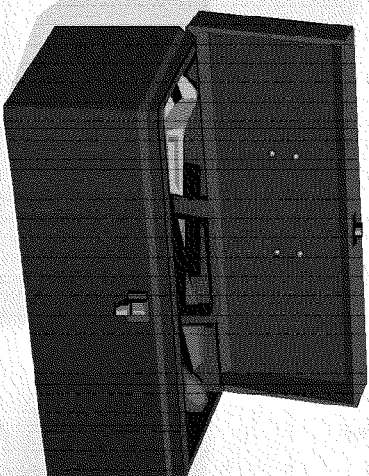
DEVRY0085691

Feedback

Acknowledge

Isolate

Resolve



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Notes Slide : 11

The first step is to give feedback. Ex. "I don't have time to go to school" Student if I hear you correctly...what you are telling me is that you don't have enough time for school right now? Repeating the phrase with the goal of the objection eventually surfacing. Acknowledge – I can understand your situation where you might feel that you don't have enough time. Isolate to make sure that is the only objection "Other than time, what else concerns you about going back to school. Repeat F and A on all objections and Resolve. Does that sound FAIR?

DEVRY0085694

Listen

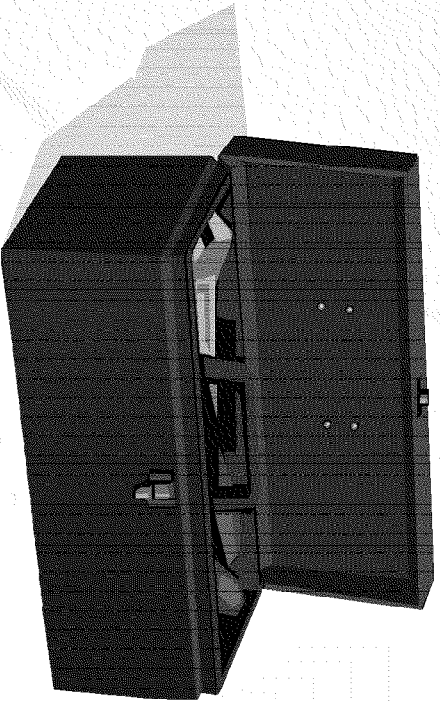
Acknowledge

Clarify

Answer

Confirm

Finalize



Notes Slide : 12

L - This doesn't mean passively listening. It means listening actively – not just with your ears, but with your eyes and your mind. A - "You have every right to be concerned about that." Or, "I can appreciate how you feel." C- "Is it the cost of the program or your ability to pay for it that you are concerned with?" The second technique is to limit or rephrase the objection by saying something like, "Let me see if I understand – what you're really concerned about is the value of your education – is that right?" A – Following slide as techniques C - By asking confirming questions like, "Can you see the difference that would make?" or "Is that what you want?" F - If the prospect says "yes," then you are ready to **complete the finalization process.**

DEVRY0085696

The "W" Statement

Notes Slide : 13

The “if” statement is another effective way to transition into the Resolve step. Example...If I were to show you a way to make this affordable would you be willing to move forward? If I were to show you a way to fit education into your busy schedule would you be interested? Use as transition into answering objections.

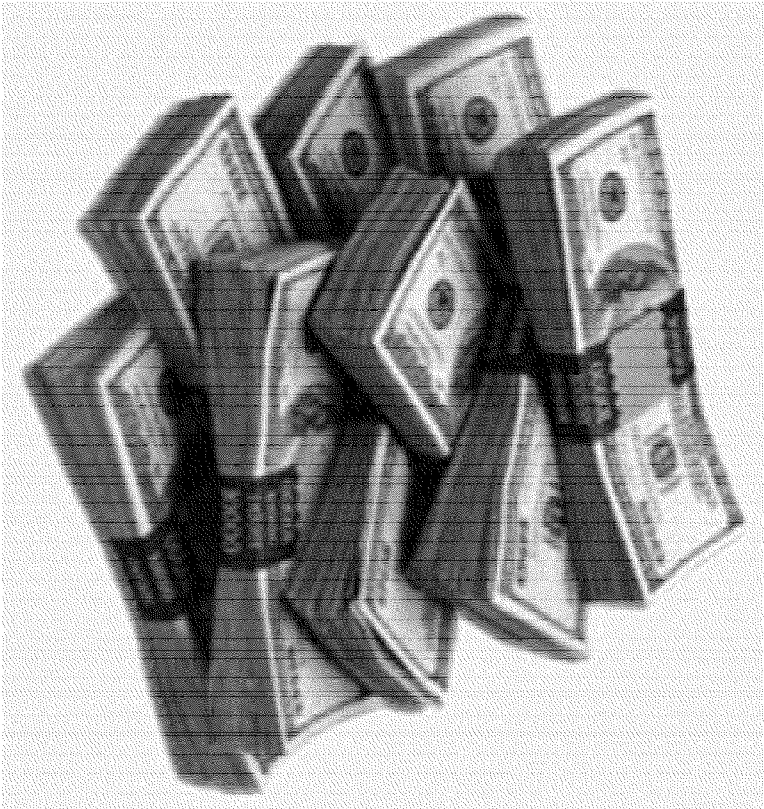
DEVRY0085698

5 Techniques to Answer the Objection

- *Provide new information*
- *Reconfirm benefits*
- *Describe an alternative plan*
- *Clarify information that was misunderstood*
- *Turn a stated negative into a positive*



Top Two Reasons Students Don't Start School



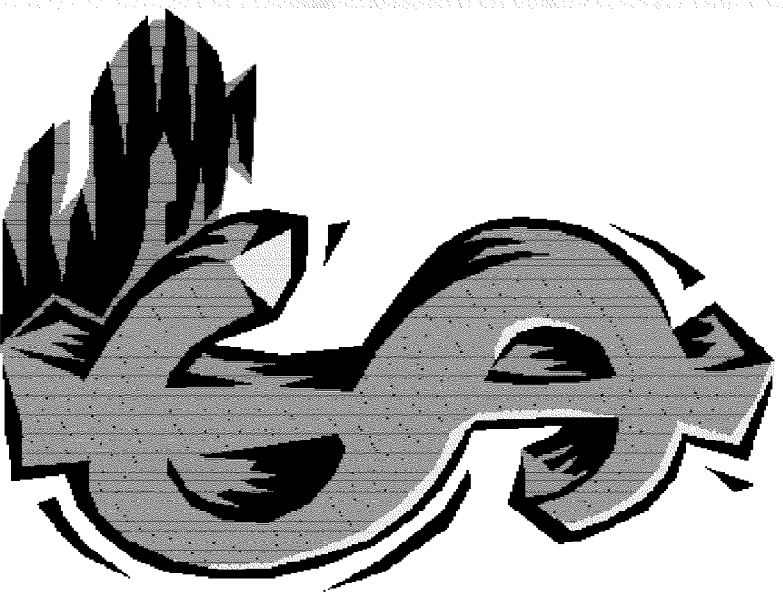
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Notes Slide : 15

Ask training class- What do you think are the main reasons students don't start school? Typically the two main reasons students do not start school are cost and the fear of trying something new.

DEVRY0085702

Overcoming the Cost Objection



- ***Is this an investment or debt?***
- ***Who do you know that's made this investment?***
- ***Why should you invest in yourself?***
- ***"You Say it they hear it, they say it they believe it?"***

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Notes Slide : 16

We need to make sure the prospect has the right mindset about cost VS investment. How do we help the prospect realize they are investing in themselves? (Lead into ROI)

DEVRY0085704

Value Ladder

Career Services

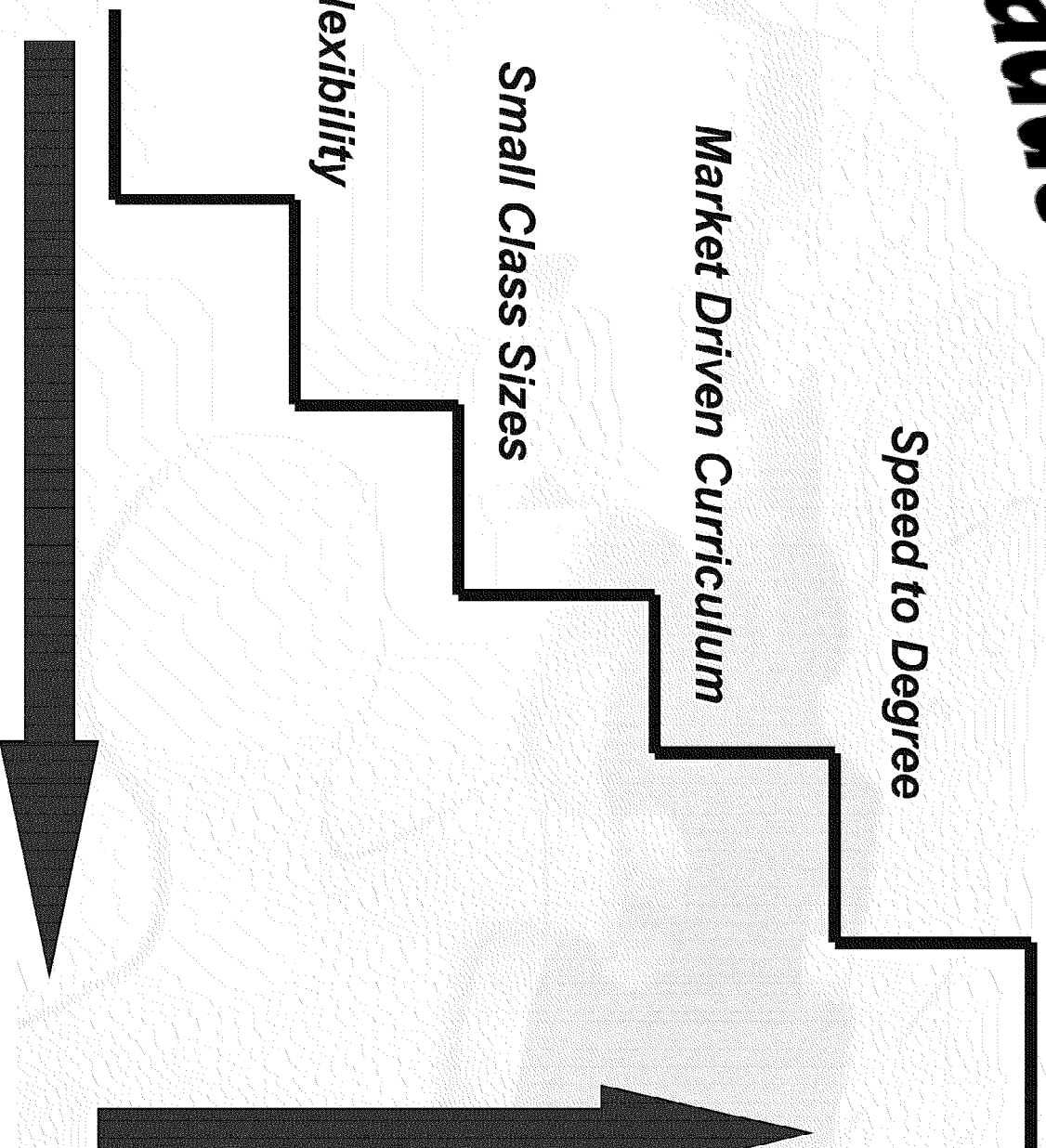


Speed to Degree

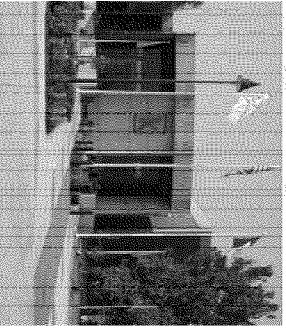
Market Driven Curriculum

Small Class Sizes

Flexibility



Cost



Value

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Notes Slide : 18

For the prospect to feel that DeVry is worth the investment value must meet or exceed cost. Taking away all of DeVry's features leaves the student with the option of community college. After explaining this slide have advisors take a minute to practice overcoming cost objection with partners. Revisit LACACF and feel felt found

DEVRY0085708

Overcoming the Fear Objection

Vision Driven



Fear Driven



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Notes Slide : 19

When overcoming the fear objection we need to think of what motivates people. Generally people are motivated in two ways. The Desire for Gain – Vision Drawn or The Fear of Loss – Fear Driven (Problem Pushed).

DEVRY0085710

Sample PIE Questions

1. What got in your way the last time you tried to start school?
2. What has prevented you from ever starting school?
3. What are you most worried about starting/attending college?
4. How does it make you feel when you think about attending college?
5. How does it make you feel when you think of yourself graduating?
6. Is making more money important to you? Do you feel college will help you with that?
7. How does your family feel about you attending school? What are the positive effects for them? Negative?
8. What in your life do you want that you do not have now? What do you need to do to get it?
9. Are you where you wanted to be or imagined you'd be when you graduated high school?

Notes Slide : 22

Sample PIE questions to identify fear and emotional motivation.

DEVRY0085716

Notes Slide : 23

The easiest way to overcome a fear is to replace with a greater fear. Intensify the fear of not succeeding. Paint a clear picture for the prospect 20 years from now. Get them to take a look in the mirror...what do they see? Is that an option?

DEVRY0085718

Common Objections...

- *I need to talk this over with...*
- *Isn't DeVry just a tech school?*
- *Now is not the right time*
- *Please just send me some info*
- *I don't have the \$50*
- *I'm too busy to talk right now*

"Do you really want to wonder what could've, should've, would've, happened if you had only tried? Don't you think you would regret it if you didn't give it your best shot? Together we can make the future you want a reality if you're willing to try."

DEVRY0085723

Notes Slide : 27

Sample verbiage continued. Give advisors a minute to practice overcoming the fear objection.

DEVRY0085724

"Prospect, I know exactly how you feel and it's perfectly understandable that you are apprehensive about trying something new for the first time. I felt the same way when I started school too! What helped me through that was to think of myself 20 years later looking in the mirror at 40 years old and being able to say one of two things: Either, I'm sure glad I finished my education and now have the Career I always wanted or I wish I had finished my education instead of this job that I really don't want!"