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Online

Admissions Advisor

CHAMBERLAIN

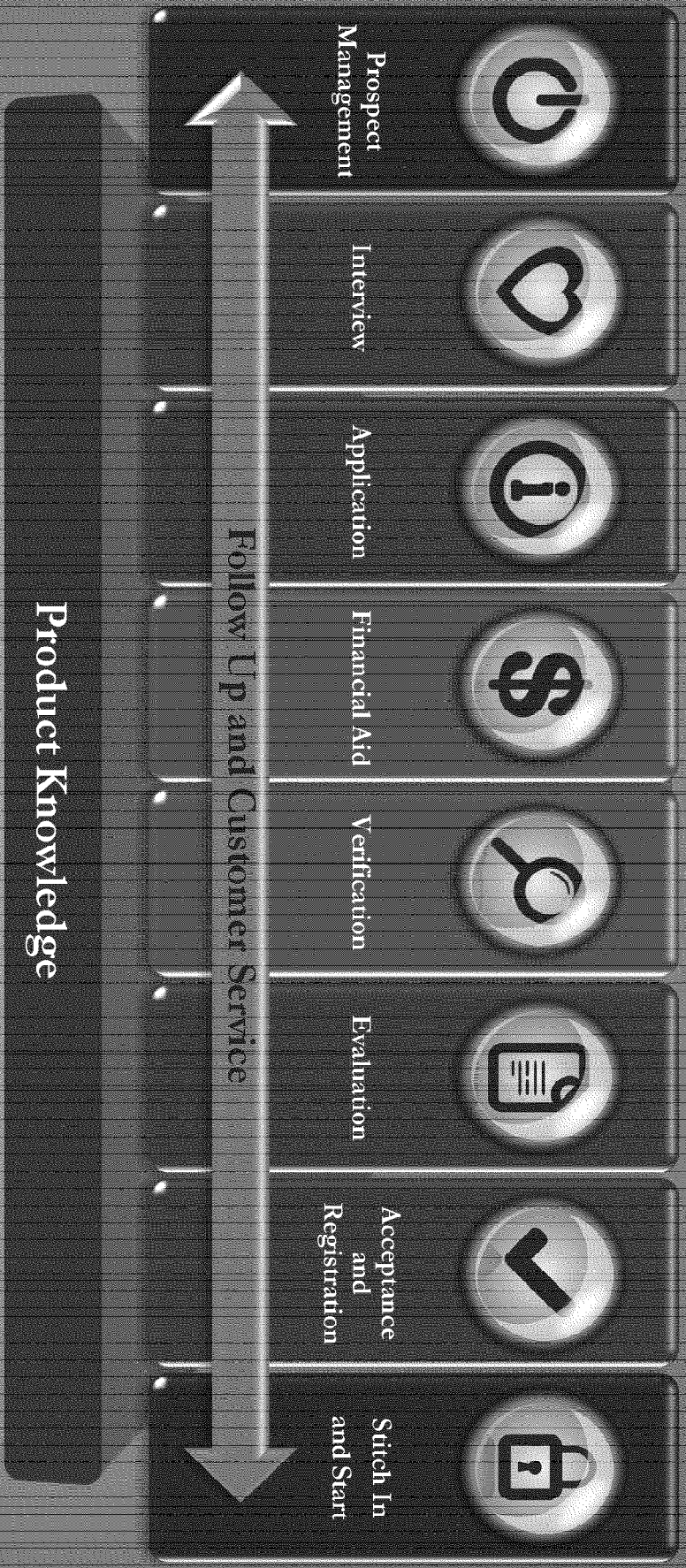
College of Nursing

New Hire Training



CHAMBERLAIN
College of Nursing

What Came Before?



What Comes After?

The Admissions Process



Notes Slide : 5

1. Working Prospects is the first step of the eight step admissions process.
2. We will be asking two questions each time we introduce a new step to the process: What Came Before? What Comes After?
3. What came Before “Working Leads”? Nothing for us! It is the first step of the process and if it does not happen then the process does not start! However, we do get the nurse’s information from them inquiring about our program.
4. What comes after “Working Leads”? If done well, then the rest of the process should happen consistently from step 2-8. The more this step happens the more times the process has a chance to be completed!

DEVRY0089844

Notes Slide : 6

1. Working leads truly is the power to the process. That is why the picture assigned to this step is a power button. If you do not turn on the process then there is no power to keep it going. And the more times you turn it on the more power there will be!

DEVRY0089846

Notes Slide : 7

1. This step is where you will develop new business. So, when you turn the power button on the hope is that you will see new business develop. You will start with only a list of names on a screen. You have to turn on the process by working those leads to find new students for Chamberlain.

2. We will ask this question of Will v Skill with each of the steps of the process as well. Will being the fact that we just need to do it! Skill being that there is a specific way it must be done or you will not have success. Every step will require a little of BOTH of these. However, with each step one will be heavier than the other. What do you think has more control in this step– Will or Skill? That's right! This step is all about will! There is a little skill involved as well. But with this step it is all about being willing to pick up the phone as many times as you can. And that takes us to our next point...

3. The Law of Ratios states that the more activity you produce the more results you will see. This is proven true in any phone recruiting business! The people who make the most calls tend to see the most results. Why? Because they have more opportunity to see it! If you are willing to pick up the phone and make 100 to 200 dials a day, you will see results from that!

DEVRY0089848

Notes Slide : 10

Transition: How else do you think you can create urgency with a student?

DEVRY0089854

Point out that they have example voicemail scripts in their Resource Guide in the back pocket of their notebooks. Explain that each team is a little different and they may have their own voicemails for their team. However, these are approved by compliance and it is important that we are compliant in all that we do.

Explain that with all voicemail it is important to keep these points in mind.

1. Be Excited
2. Smile with your voice
3. Say their name, say your name (names are personal and make a big impact in voicemail.)
4. Urgency!
5. No ifs- don't give them the option to call back, "call me if you are interested" as you are also giving them the option to not call back

We also provide you with an interview guide for when you do get students on the phone. We will look in detail at that tomorrow morning when we talk more about the interview.

Transition: We also provide you with tools for communicating through email.

Let's review the process... (Go over the 8 steps briefly)

So, what comes before the interview? This morning we talked in detail about the first step of Working Leads. We looked at the tools that you will have to help you be successful and hopefully at this point you feel as though you could sit down at a computer and begin working leads (at least on the technical side and if you don't get an RN on the phone. 😊) But what happens when you get an RN on the phone? You obviously want to move the process along and move on to the second step.

And what comes after this step. Well, honestly it depends on how well you do your interview... But, if you do it well then you should find the person wanting to fill out an application and work through the rest of the process with you to start the next session.

Transition: Why is it so important that we do a good interview?

Notes Slide : 58

When we talked about Working Leads we said that it was the power of the process. You must turn on the process for anything to happen. However, once the process is turned on, the Interview is the heart of it! What would happen if your heart didn't work the way it is supposed to? If you had a blockage or it stopped beating all together? You would die, right?

Transition: That is the same with the admissions process.

DEVRY0089926

- The interview is what keeps the process alive. You will find that if you do an effective interview it will keep the entire process running more smoothly. It will get your student from one step of the process to another. It will keep them going until they actually start the next session. It is this step of the process that will keep the whole thing alive and moving!
- We talked about will v skill with working leads and said that it is mostly will. You have to pick up the phone. You have to make the calls. If you are willing to put in the work then you should see results. Do you think the interview will be heavier on the will or the skill side? You will have to be willing to put in the energy to make it happen. But for this step of the process this is definitely skill heavy! You have to be able to keep a person on the phone and help them to work past their objections. You will have to be able to take the product knowledge that you have learned and apply it to the process. There is definitely skill involved here!
- Part of that skill is in selling! This is a sales position. Yes, you are calling people who have requested information about our program for the most part, but that does not mean that they are simply going to hear from you and always decide to go to school here. There is a lot of competition out there. If they are talking to you likelihood is they are also talking to a number of other schools. You will have to learn to sell yourself and the program in a way that gets them excited and keeps them excited until the day they start. This is all part of the interview. Remember, if it isn't working well the process will die here. The person will get off the phone and likely you will never talk to them again. The interview is your selling point!
- We will provide you with tools for this step of the process as well. Though these will be more soft skill tools. The one thing we will give you on paper is our interview guide. It is not a script but a guide to a great interview. It is proven to work and we will go into that in more detail toward the end of our time together this afternoon.

Transition: So, as I have mentioned, a big part of the interview is selling. Let's talk about the type of sales we will be doing during the interview...

Types of Sales

Transaction

V

Consultation

Interview



Notes Slide : 60

On this slide you see two types of sales that an interview can be. One of them may get you to an application but is less likely to get the student to start. While the other is going to get you the application and a student who is excited about starting the RN to BSN program and will work through the process with you. Let's look at these two in more detail.

Using the white board to write down the ideas that they bring up ask, "What do you think of when you think of a sale as a transaction? Who does transaction types of sales? What are some descriptive words you would use for a transaction sale?"

Do the same for Consultation asking the same questions as above. Ask what the biggest difference between these two would be? Point them in the direction of one being product focused while the other is customer focused. One tends to talk about the product, what we call "Feature dumping" while the other focuses on how their product will benefit the customer, "Benefit Selling".

Transition: What difference can doing a transaction interview v a consultation interview make?

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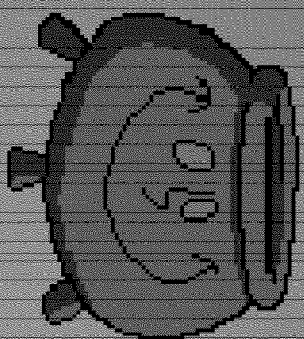
Let's look at the timeframe for our admission process. From the power turn on with great lead workage to the registration for class we hope to be about 2 weeks. Right? Remember our two week turn-around time? From the registration to the start of class could be anywhere from 2-8 weeks or longer, depending on when we register them and when classes start.

If we are going a transaction type sell during out interviews we are going to find that taking us to about this point in the process. A lot of times you may even get the application but then the person gets off the phone and goes to talk to a spouse or just starts thinking about going back to school and they will disappear. It is not personal to them, it is just a program that stand alone. So, we can lose them at this point.

If we are doing a consultation type sell during out interviews we are going to find that taking us to about this point in the process. That's right- all the way to the end. So, when they get off the phone and go to talk to their spouse they can say, "Hey, my doing this means I will have more time with you and the kids and can possibly get that promotion I have been wanting." It is more real to them because it isn't just a program, it is a plan for them!

Transition: How do we make sure that our interview is more of a consultation than a transaction?

Benefit Sellings



V



Feature Dumpings

Interview



Notes Slide : 62

And we are going to call our approach Benefit Selling as apposed to Feature Dumping!

When you are Benefit Selling you are taking the great things about our program and making them personal to the student. You are selling them on why THEY personally should go to school at Chamberlain. You are selling the things that are important to them.

When you are feature dumping you are simply giving them a lot of information about Chamberlain but it may or may not apply to them at all. This can be overwhelming and the points that are personal to them can get lost in the shuffle.

Transition: Let's look at the different between a Feature and a Benefit.

DEVRY0089934

- **Feature -**
- Things we can say about Chamberlain

- **Advantage -**
- What's good about the feature

- **Benefit -**
- How the advantage benefits them personally

Interview



This diagram shows the three levels at which we can sell our program.

The first is by simply feature dumping. We tell the person all of the things about our program. You learned a lot during our product knowledge and intro to Chamberlain. You have a lot that you can tell them! But this is not the best way to sell the program. That is why it is assigned a -.

The second is by selling the advantage of the program. We go a step past just giving them a lot of information here, but we actually share why that feature is good for a student who attends Chamberlain. This is probably where most people stay. It has good points and bad. You are giving them more than just a feature. You are telling them more than we are an online school that came from a classroom based program but you go a step further and tell them that this means that students who attend can have the flexibility of an online schedule while knowing they are getting a quality education.

But if we take it even one step further and sell the benefit to them, we will see more results still. This is where we make it personal. We have taken the time to talk with them. We have found out that they have two small children at home and want to be home with them as much as possible and their crazy nursing schedule already keeps them away. So, we tell them about how our program will fit all their needs because we are a quality program that will allow them the flexibility to be in school when it is convenient to them, while the kids are in school or in bed instead of having to spend time traveling to and from a campus program. It is personal to them, they can picture in their minds now how this feature will benefit them in their day to day life! This is Benefit Selling!

Transition: Now that we know the difference between features, advantages and benefits let's look specifically at Chamberlain's...

Using their Participant's Guide have them write down in the feature boxes as many features as they can come up with based on what they know about the program so far.

Make sure that the following are mentioned:

- Triple Accreditation
- Flexible, fast track program with 8-week courses
- Online platform available 24/7
- 80 transfer credits
- Same for diploma as for ASN
- Evaluation prior to enrollment
- Experienced, practitioner based faculty
- Run by nurse, taught by nurses, for nurses- single practice nursing school.
- Personal attention
- Structured Support

Transition: So, we obviously have a number of features to sell. But we don't want to just dump them all out! Let's take this a step further and find the advantages of these benefits...

Notes Slide : 65

What are the advantages of each of the features that we listed. Talk through each of them.

Transition: So, if these are the advantages of our features how will we sell the benefit to our students?

DEVRY0089940

The benefits are going to be different based on the person you are talking to. But the idea is that you will focus on the features that the person you are on the phone with will be the most effected by. You will make sure to personalize the advantages of those things that are most important to them. Ask the following as examples:

If I have told you that I have an employer who offers tuition reimbursement but that in order to receive that I have to do to a school that is accredited. How might you sell our triple accreditation?

If I have told you that my supervisor at work will be retiring in the next year to a year in a half and I know that to be considered for the position I will need my BSN. What feature will you focus on and how will you sell it to me?

If I have told you that I want to get my BSN so that I can eventually get into a position so I can make my own schedule because I have a young family at home and want to have a set schedule and be home more. What feature might you sell and how?

If I have told you that my employer is encouraging me to get my BSN but I do not see how it will benefit me because I plan to stay on the floor until I retire because I love patient contact and enjoy the fast pace environment, what feature might you focus on and how would you sell it to me?

If I have told you that I am not sure about going to school online because it just doesn't seem creditable, what feature would you focus on and how would you sell it to me?

If I have told you that I haven't been in school for over 20 years and that the idea of being back in a classroom setting scares me to death, what feature would you focus on and how would you sell it to me?

If I have told you that I have been thinking about going back to school for years, but I just didn't know where to start and the process just seemed to overwhelming, what feature would you focus on and how would you sell it to me?

If I told you that I want to get my BSN and will start school in the next two months but need to speak to a number of schools to know what to expect for timeframe and cost before I will commit, what feature would you focus on and how will you sell it to me?

Transition: We are on our way to consultation selling by Benefit Selling and not Feature Dumping, but what happens when they are still objections in our way?

Overcoming Objections

Interview



DEVRY0089943

First, let's talk about what an objection is. Let's play a little word associate game. What is the first word that comes to your mind when I say, "Objection." How would you define an objection?

Now what I want you to do is to take this negative view that you have of an objection, this definition that you have had in your mind for years and years and I want you to ball it up and throw it into the trash can of your mind. I want you to adopt a new definition. And I promise that if you think of an objection in this way it will make a difference in the results you will see!

The new definition I want you to adopt for an objection is a request for more information. It is simply a person letting you know that they do not have enough information just yet to know that this is something that will benefit them.

If you do not adopt this definition then when someone throws an objection at you then you will simply hang up the phone. It is easy to do in phone sales especially. But if you can adopt this in your mind you will find that you will keep people on the phone and will begin to be able to move past those objections that they have!

Transition: So, if I have been benefit selling with a nurse, why would I still be getting an objection?

Overcoming Objections

Motivation?

Interview



DEVRY0089945

Often if we get to the point of asking for the sell and the person still has an objection it is because we didn't spend enough time figuring out their motivation. Or we just simply didn't address it.

I typically draw a picture of a house on a hill here and ask the group what the typical answers we will get from nurses when we ask them why they want to get their BSN would be the I write those on the surface under the house. Then I create black markings deep under the hill and explain that there is oil under the house. That this nurse is rich with motivation and we just have to find out way down to that oil. What do we dig with?

More questions- we need to get them talking again! (I typically draw a few shovels and will talk about them being question shovels.) One of these shovels is the "WHY?" shovel... just keep asking why until you get deeper and closer to the core motivation.

Transition: A few other shovels can be a few question techniques that I want to talk about now.

Questioning Techniques

SPIN

SITUATION

PROBLEM

LEAD

ASK

LEADS

ASK

ASK

ASK

ASK

Open-Ended!!

Interview



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Once questioning technique that can be extremely successful is SPIN. This is a leveled questioning technique. It starts at the surface and digs deeper until you get the nurse's buy in.

- The S of SPIN stands for Situation questions. What are they doing as a nurse? What kinds of hours do they work? Do they have a family at home?
- The P of SPIN stands for Problem questions. They have requested information. Why? What is the thing that has made them start to think about going back to school at getting their BSN? What problem has prompted them to request info?
 - People typically stop here and want to solve the problem. That is human nature we see something broken and we want to fix it. But a true sales person knows that before you fix it you want the person to feel the pain of the problem. That is why we keep going deeper.
- The I of SPIN stands for Implication questions. What implications does this problem have on this nurse, on her family on her finances? This is where we really start to make the nurse feel the pain of her situation.
- The N of SPIN stands for Need Payoff questions. Again, it is easy enough to give the answer to the problem. But with this technique the Need Payoff is still a question. It is you giving them the opportunity to tell you why they need to get their BSN. It is getting their complete buy in because you didn't just tell them it is a good idea but you are letting them tell you it is.

There is another questioning technique that is similar to the SPIN. SPIN is focused on here at Chamberlain, but we give you this other option if it is something you would like to use. It will not be quizzed on but can be extra credit on the final exam. 😊

N- what are they doing NOW?

E- what do they ENJOY about what they are doing?

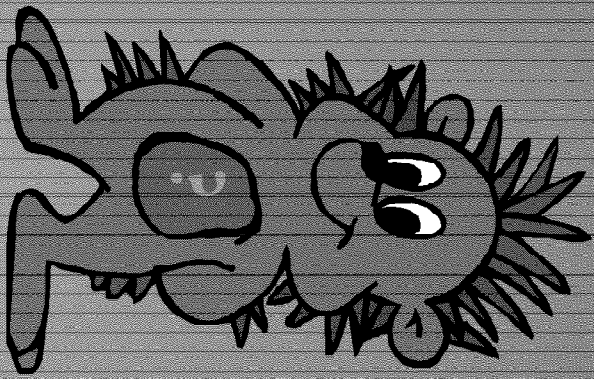
A- what would they ALTER about what they are doing?

D- what DECISION FACTORS will effect their getting their BSN?

S- what is the SOLUTION to altering their situation by getting their BSN?

Transition: There are a few other questioning techniques that could be found in any Sales for dummy book that can help you in your business as an advisor.

Questioning Techniques



The Porcupine

Interview



Notes Slide : 70

The first is called the porcupine. Ask, "What would you do if I threw a porcupine at you?" Hopefully you get an answer to the effect of move out of the way. Why? So they don't get stuck. 😊

The purpose behind this questioning technique is to not get stuck with an answer that I assume they are looking for.

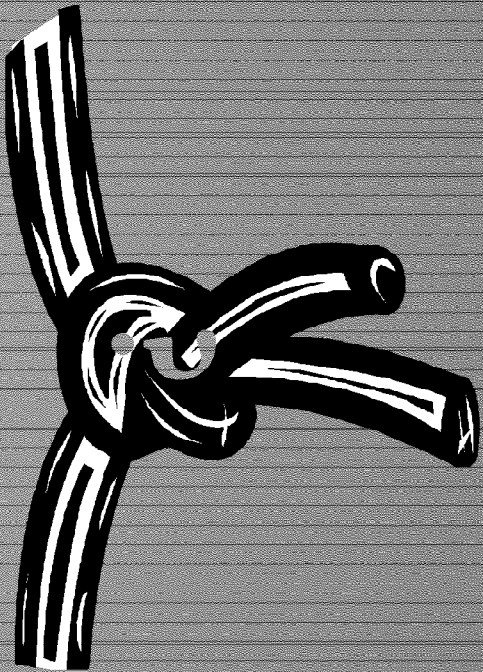
This works by answering a question that they ask with a question to clarify what they are asking.

Example: Student, "Is Chamberlain's program a program I will finish quickly?" Instead of just assuming that they want to finish quickly we would ask back, "Were you hoping to finish quickly?" This way we clarify and don't get a response like, "Well, all of the programs I have spoken to keep saying you have to finish quickly. I don't have time for this" and a hung up. Phone sales is dangerous this way.

Transition: Another type of questioning technique would be...

DEVRY0089950

Questioning Techniques



The Tie Down

Interview



The second questioning type I want to talk about is called the Tie Down.

The purpose behind this questioning technique is to get the prospect to say yes as many times as you possibly can throughout the call so that when you ask for the final yes it almost seems ridiculous that they would say no.

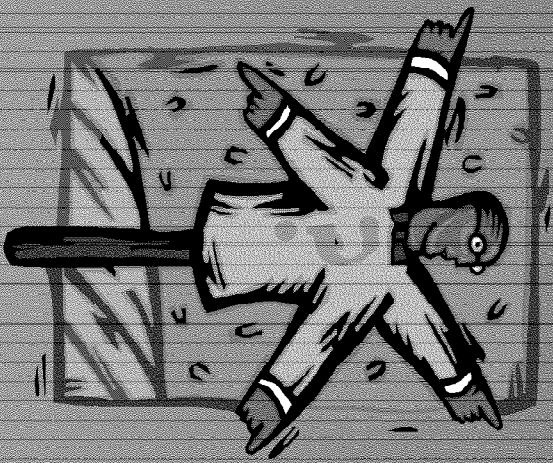
This works best by summarizing information that the nurse has given you and then asking them to agree.

Example: "It sounds like getting your BSN would help you not only to achieve your goal of becoming a manager but also will allow you to be at home with your kids more, is that right?"

We actually have these tie down questions built into our interview guide which we will be looking at in detail tomorrow morning. We call them trial close questions. At the end of each section you will summarize what you have learned from the nurse and then get them to agree with you.

Transition: The final questioning type I want to talk about is...

Questioning Techniques



The Alternate of Choice

Interview



The Alternate of Choice.

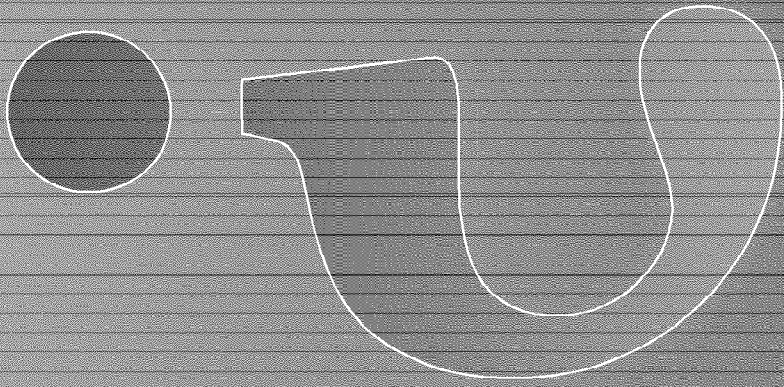
The purpose to this questioning type is to give the nurse the illusion of control while you actually maintain control. You give options with the purpose of getting them to make a decision.

How this works is to give the nurse two options of which you do not care which one they choose.

Example: Would you be able to get the TRF back to me today by 5p or tomorrow by 8a? I don't care which one she chooses as long as she commits to one of the times given.

Transition: Now that we have talked about some techniques for overcoming objections I want to look at some common objections that you will hear when talking to nurses about our program.

What Objections?



Interview



DEVRY0089955

Notes Slide : 73

Ask, "What objections have you heard while sitting on the floor with observations?" "What other objections would you imagine that we hear?"

(In their resource guide there is a list of common objections and verbiage for overcoming those. Talk through these with the group and do a little role play through a couple of them.

DEVRY0089956

Notes Slide : 74

Now you will go out onto the floor and hopefully get to hear an advisor overcome some of these objections. Who will you be sitting with?

DEVRY0089958

Interview Process

Admission

Motivation

Online

Panel

OS



Interview

