

Selling

Chapter V



Online

- What has prevented you from completing your degree?
- Why are you looking at online education?
- Tell me about your schedule? (Find out why online education would benefit your student)

Payment Options

- How do you plan to pay for your educational investment?
- How are you planning to finance your education?
- How does your school district's (and/or company's) reimbursement policy work?
- Does your school district (and/or company) offer any tuition assistance?
- Did you know that we offer our students **adult** financial aid?
- Did you know that we offer a payment plan through tuition pay?

Start Date

- When are you looking to take action?
- When do you want to graduate?
- How soon do you see yourself graduating?
- When do you plan to start?
- How long have you been postponing your educational goals?
- Are you aware that you can finish your degree in as little as two years?
- Your first class begins on _____, is that soon enough for you? Is there anything keeping you from starting then?



**Example of
Effective
Messages**

Examples of effective messages:

(LM1)

Hello _____ this is Monica Chandler, **your** enrollment counselor at Grand Canyon University. I received your request for information and would like to provide you with details, but I do have a few qualifying questions for you. Please give me a call back **TODAY!** I can be reached at 1-866-***-****.

(LM2)

Hello _____ this is Mona Lisa **your** enrollment counselor at Grand Canyon University. You requested information within the last two weeks and I would like to know if you are still interested in pursuing an education here at the university. If so please call me at your earliest convenience so I can provide you with detailed information. We are currently enrolling for our **FALL TERM**, which begins in September. You can reach me at 1-866-***-****. I look forward to speaking with you. Have a great day!



**Tips for leaving
Effective
Messages**

Tips For Leaving Effective Messages

NEVER RAMBLE! 30 SECONDS OR LESS!

Speak at a fast pace when leaving a voice mail, but slow down and speak clearly when leaving the contact information.

Keep calling and try to actually speak to the person. Try to find out when he/she will be available. E-mail the contact letting him/her know you would like to call at a specified time. Set up an appointment in your Outlook Calendar.

When following up on a fax or e-mail, never say did you get my fax or my e-mail. Always say "I am just following up on my e-mail about...." (go into a few exciting points about your topic). This is a good refresher for your student.

Never leave the same voice mail twice. Always change you message to include another great point about why he/she would want to talk to you.

Practice leaving yourself a voice mail. If you get bored listening to yourself then you know you are in trouble.

Call your manager once a month and leave her a new message that you would leave for your students.

Your voice mail is the first impression the student has of you. If it is filled with verbal talent, enthusiasm, and knowledge, they will like you!!!

**Building Value
Adding urgency**

Building Value and Adding Urgency

Guideline: Enrolling with Confidence,

OPENING:

Ken this is _____ calling you from the admissions team here at Grand Canyon University. How are you? I am the Enrollment Counselor for the College of Education. Apparently you contacted our school regarding registration.

Pause and wait for the student's response

As a counselor my job is to discuss admissibility of specific degree programs, set up the expectations for potential candidates and determine if this would be a good fit for you.

Pause and wait for the response

If you would tell me a little bit about yourself, including your professional and educational experience?

Fantastic, why are you considering this program now?

Why would completing your degree benefit you?

How long have you been thinking about finishing your degree?

ADMISSIBILITY:

Recap...So you graduated in....and you have so many credits....great. Do you know what your GPA was upon graduation? From what you told me you have worked in the educational field for many years, right? Is your teaching and nursing certificate current? (if the student is a teacher).

ADDING VALUE:

How did you hear about Grand Canyon University? Really? That is great I like to find out how our candidates learn about Grand Canyon University. As a counselor I like to paint a picture that summarizes what we offer to candidates who are accepted into our programs.

If you are accepted into the University you can be assured of the recognition and accreditation associated with our programs.

Now that you know a little bit more about Grand Canyon University, do you think our program would benefit you?

QUALIFYING/INTERVIEWING:

1. How comfortable are you functioning online from 1-10 with 10 being most comfortable? What do you do when you are online?
2. How much time do you see yourself dedicating to school each week on average?
3. What makes you successful as a student? What successes have you had as a student?
4. If you felt the Grand Canyon University was a strong option for you why would it make sense for me to recommend your application?
5. What would earning this degree mean to you personally/professionally?
6. How do you feel about working in teams? Tell me about your educational/professional experience that involved being part of a team.



FORMAT/CIRRICULUM:

- Outline how long on average, it will take student to earn their degree based on credits.
- Classes are not based on a typical semester system, our classes go year round.
- Our classes are scheduled eight weeks at a time and each class is worth three credits, making the program easy to manage.
- You have access to your class 24/7.
- We judge participation and attendance by postings/explain.
- You have access to your teacher via the e-mail discussion board.
- Class sizes are limited to 20 students allowing maximum interaction and participation.
- Curriculum is structured around comprehension, There are weekly discussion questions weekly, explain further.

Generally, a successful student spends about 10 to 15 hours in school per week.

Recap: Does this make sense to you? Given our format, do you feel that would do well in our program?



FINANCE/INVESTING IN YOUR DEGREE:

- Have you thought about how you will invest in your education?
- Outline the core cost of tuition for their program.
- If the student says he/she want to pay cash to cover the core cost of tuition per class.
- If the student is not sure, discuss Financial Aid with him/her step-by-step, include qualifying questions.
- List options for the student (Stafford Loan/Tuition Pay/Scholarships).

Close/Creating Urgency

This is you chance to seal the deal!

Candidates are evaluated on their admissibility into the program and how timely and accurate their applications are presented.

Recap:

Does this make sense, are you comfortable with our admission process?

TAKE AWAY STEPS:

- Ask your students to call you or e-mail you and let you know they have received/complete the application.
- Ask your student to open up directions to the application and print them out (if you don't have directions let your manager know I will forward them to you).
- Set up a time the next day with your students to discuss their progress.
- Advise your students that you will recommend their application once you measure their progress.



Probing & Responses

“I have no time to go back to school...I am too busy.”

- Do you feel you're too busy to make education a priority?
- Tell me about your work schedule?
- Well, wouldn't you agree that's really why you need a degree?
- What will be different a year from now?
- Are you able to reorganize your priorities?
- Do you work in a team environment?
- Do you control your schedule?

“Just send me some information.”

- What kind of information are you looking for?
- So, you're ready to go back to school...tell me about that?
- Are you nervous about going back to school?
- On a scale of 1 – 10, how important is school to you?
- What is your school going to do for you at work or personally?
- How much thought have you put into returning to school?

“I am shopping Around.”

- What other schools are you looking at?
- What will be the deciding factors in your decision?
- How long have you been thinking about going back to school?

- That's why I'm here...to help you shop. What kind of timetable are you on?
- Are you shopping for a place to graduate?
- When you first thought about returning to school, where did you start the process?
- What does your ideal school look like?
- Great! Consider me your personal shopper for education!

“It is too expensive.”

- Expensive compared to what?
- Is cost the biggest factor in making the decision?
- Do you know anybody who has attend the University?
- What is your biggest reason for returning to school?
- On a scale of 1-10, how much are you willing to invest in your education?
- Have you inquired the Human Resources department regarding your company's tuition reimbursement program?
- What will having a degree mean to you at this time in your life?

“I am going in a different direction.”

- What direction is that?
- What has prevented you from finishing your degree in the past?
- Tell me about your career goals?
- Is that going to get you to where you want to be 2, 3, 4 years from now?
- How has not having your degree affected you?
- Are you afraid of what kind of student you will be?

“I need to drop.”

- What do you mean?
- Why is quitting school more important than graduating?
- Who has been motivating you to quit?

