

GROW your Prospects

At Grand Canyon University, we believe prospects and students “GROW” as a result of a conversation with us. For that reason, we follow a “GROW” conversation model to learn more about the prospect’s needs and to determine if GCU has a program and offers a modality that will work for them.

G Goals
R Reality
O Options
W Will

We discourage Enrollment Counselors from following an exact script; though understand walking through a sample conversation and preparing for conversations is a great way to build skills. We also encourage Enrollment Counselors to remain cognizant of the conversation’s flow—it’s not necessary to uncover or discuss all of the GROW elements in the exact order provided.

Remember- the prospect should “GROW” from the conversation—they should walk away feeling educated and knowledgeable, ready to make the best decision for him/herself.

There are some factors which will help you become successful. These are powerful tools to use alongside the GROW process.

Success Factor - **URGENCY**

- 1) Assume that **NOW** is a good time to talk with the student. We are working with busy working adults who can multi-task and do 99% of all transactions via cell phone. Never ask “is this is a good time to talk?” If it is not a good time, they will let you know. Remember, they requested information from us. Think about a time you requested information. When the person called you, were they bothering you? Since you answered the phone, 99% of the time they were not bothering you. This is exactly how we should approach every prospect we contact. Most people won’t answer the phone if they can’t talk. When this happens, we need to leave an effective voicemail. We should never send all the information via email when contact has not been made. You want to be the one on the other end of the phone who can help with any questions, objections or concerns our future students have.
- 2) If it is a new lead alert, (we are assuming you are following the rapid response policy and this student is contacted within a minute) the conversation should start with, “What made you click on our banner today?” If it is a lead older than a few hours, the question is, “What changed in your life or motivated you to request information” The

response to whatever the student says is **CONGRATULATIONS for taking this very important step towards changing your life! I am looking forward to working with you to help you accomplish this exciting milestone.☺**

Success Factor – **SET DEADLINES FOR THE STUDENT**

- 1) Same day action deadlines are the norm. For example, like completing the Apply Web application instantly or that evening if the prospect isn't in front of a computer. It is critical to set deadlines and milestones for our students. This will prepare them for their homework assignments in school. Use the example and treat it as this is your **FIRST** homework assignment. ☺ If they can't get online with you on the phone and can't find the time for the application that night, remind them that school is going to require them to find time. Ask them to go through their evening with you so you can **HELP** them find 25 minutes. Let them know you understand they are a busy working adult with a family (if that is their situation). Help them understand they are just like 90% of all our students who had to find a way to work school into their life. Assure them that you are here to help them be successful and their first course is also designed to help them be a successful student. There will be resources and tools to help with time management since this is a common struggle for our new students. Let them know, the good news is after a few weeks, they will figure out exactly how to fit school into their everyday life and it will become part of their routine.

Example wording includes:

*Are you by a computer now? If yes, say **GREAT let me know when you are ready for the web address.** When they are ready say, go to **(insert our aw address here)** and just start walking them through. Assume they have time unless they tell you they can't. If they are not near a computer the wording is: *Since your start date is **(pick the next start date, don't give multiple options)** we will need your completed application by 10AM tomorrow. Will you have 25 minutes tonight to complete this?* If yes, congratulate them on making school a priority. If no, remind them that school will require them to find time. Have them walk you through their night and let them know you will help them find the 25 minutes. Keep reminding them of the reason they requested the information. Just like anything we want in life, college requires hard work, dedication and desire to accomplish earning this degree. Our students, who make this a priority, find the time and after a few weeks it just becomes a part of their normal daily life.*

Overcoming Objections:

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Example objections/answers might include:

Objection: I'm interested in another university that costs less.

Response: *I understand cost is a concern. Most college students share the same concerns. What I'd like you to do is think about your return on investment.*

- 1) *Do you think it matters what University is listed on your diploma? The reason I ask is many employers place a high emphasis on not only what type of degree you have but where you obtained your degree. Did you know GCU is ranked as one of the Top 10 Universities with an online program according to oedb.org?*
- 2) *How long will it take you to graduate from _____? The reason I ask is we offer a 4-credit model for many of our programs. This can potentially help you accomplish your goal of graduating a lot sooner. If you can fax me your transcripts, I will have a pre-evaluation completed and let you know exactly when you can be walking across the stage at Graduation!*

Success Factor – **RELATE YOUR OWN GCU EXPERIENCES**

Relating your own experience as a current or prior GCU student is a valuable method to bond and establish a relationship with your potential student.

Example wording includes:

Besides being your Enrollment Counselor, I'm a student/prior GCU student as well. Like you, I also work full-time (and have a family if applicable), so I can relate to what you're going through. Just as you will have to do, I found a system that works for my busy life and I am still able to work full-time and spend quality time with my family. The great thing about our online learning environment is that you can choose when you go online. Whether it is after your put your children to bed, during a lunch break or before you leave for work whenever you can find the time, your class is there. Isn't that great?

Once you become a student, you will have a course syllabus that you will print out as your guide. You will be able to plan your week according to the syllabus and you won't have to give up working or your precious family time that is so important. We also have several time management resources that will be available. The best part is we all understand what you are going through, including your instructors. They are here as another great resource for you and will have a focus on time management best practices in your very first class. Just like anything, we have to find time to work into our lives; and I assure you after a few weeks, this will be just part of your routine. You will be so excited to cross off each class as you move closer to your goal of earning your degree.

Goals

So let's go through a sample GROW conversation starting with obtaining the student's goals.

Sample questions:

*(IF NEW LEAD): What circumstances in your life caused you to click today?
Why are you interested in going to school?*

Taking the conversation one step farther, you can ask more specific questions to determine the program of interest.

What kinds of careers are you interested in?

What level of education is required? What level of income would you like to earn?

What is the projected growth of this occupation?

What are the benefits of this occupation?

The questions listed above are discussed in depth on the Bureau of Labor Statistics website. In addition, the BLS provides extensive statistics, education overviews and other requirements for those seeking to progress in any industry.

<http://www.bls.gov/audience/jobseekers.htm>

In today's changing work environment, prospective students have to be concerned about several factors which include but are not limited to the following:

Which graduates are in demand from a particular field of study?

What graduates do to be the most attractive candidate?

What are the future career or occupation trends?

Success Factor – Advise the student the advantages of attaining their degree using the US Bureau of Labor Statistics.

Some example wording includes:

Degrees pay. According to the 2008 Bureau of Labor Statistics, the average salary between someone who obtains a bachelor's degree versus someone who just has a High School diploma is around \$20,400 per year.

*Graduates are also much less likely to become unemployed. According to the 2008 US Bureau of Labor Statistics, only (2.4%/Masters Degree and 2.8%/Bachelors Degree) were unemployed in 2008 compared to 5.1% with some or no college. **So the likelihood of getting a job gets higher with a degree while the chances of becoming unemployed become lower.***

Enrollment Counselors who ask many open ended questions and listen carefully to the needs of the prospective student will be more successful in assisting the student with their enrollment into the correct program of study. Enrollment Counselors who are viewed as experts in career growth areas will gain the respect of the prospect. For that reason, we encourage you to explore the job opportunities for the specialty you are enrolling for.

Reality

In this section of the call, the Enrollment Counselor is trying to find out more information about the prospect's current situation. Specifically, number of transfer credits or previous degrees earned, amount of time the prospect can commit to school, what kind of student s/he has been in the past, payment, and any concerns.

Prior College Experience

Sample questions include:

Do you have any previous College experience? If yes, about how many credits did you earn?

Do you have access to your transcripts? If you fax those to me, I can have a pre-evaluation completed and let you know exactly when you will accomplish your goal of Graduating! 😊

What GPA did you earn previously?

Tell me about how much time you have weekly for school.

How were you planning to pay for school?

Options

During this part of the conversation the Enrollment Counselor is finding out more about which factors will impact the student the most and whether GCU can meet those needs.

Success Factor – UNDERSTAND WHY GCU IS THE BEST FIT FOR THEM

Make sure you understand and can communicate why GCU is a great fit for them.

Example wording might include:

Many employers place a high emphasis on not only what type of degree you have but where you obtained your degree. Did you know GCU has been ranked as one of the Top 10 Universities with an online program according to oedb.org?

Many of our programs now contain 4-credit classes which may allow you to complete your degree even sooner than you expected!

Will

It isn't necessary to badger or pressure a potential student. It is however important for you as a counselor to help our students see that they CAN go to school, along with all the other things going on in their life. Everyone is busy, which is why online school is their only option (a majority of the time). Life is never going to become "less busy." It comes down to committing to a goal before another 5 years pass them by (or however long it has been this is important to find out). A month or two down the road, life won't be "less busy." It all comes down to how important it is to the student and your ability to let them know you are going to help them take this next step towards their future. It is very easy to be a counselor to students who call and say they are ready to start. You are a truly successful counselor, helping to change lives when you can help a potential student who has put their dream on hold for years that now is their time to work towards this goal.

We have examples of students, who are single parents, have multiple jobs and they find the time to earn their degree because it is priority. Some students understand that without their degree, nothing in their current situation will change. Most students need you to help them understand this. It is your job to build the value of the freedom and pride that will come with earning their degree.

Many counselors say they are "Just here to help students." Helping students is defined as follows: You help our students when you work with them and show them that they can accomplish their goal with everything else going on in their lives. You help our students when you commit to them that you will help them finally take this step and make sure they are fully prepared for a successful journey with us. You help our students when you care enough about them to not give up on them and help them through the difficult times when they call and ask you to drop. You help our students when they finally walk across the stage at Graduation and tell you, "If it wasn't for you being there for me and encouraging me to stick with this, I would never be here today."

You are the Counselor; they are looking for you to tell them the next step and their start date.

Sample Wording:

Are you by a computer now? **If yes, say GREAT let me know when you are ready for the web address. When they are ready say, go to (insert our aw address here) and just start walking them through. Assume they have time unless they tell you they can't. If they are not near a computer the wording is: Since your start date is (pick the next start date, don't give multiple options) we will need your completed application by 10AM tomorrow. Will you have 25 minutes tonight to complete this?** If yes, congratulate them on making school a priority. If no, remind them that school will require them to find time. Have them walk you through their night and let them know you will help them find the 25 minutes. Keep reminding them of the reason they requested the information. Just like anything we want in life, College requires hard work, dedication and desire to accomplish earning this degree. Our students, who make this a priority, find the time and after a few weeks it just becomes a part of their normal daily life.

Never ask when a student wants to start. Assume based on the information you have gathered and the fact that this is something they need to accomplish for their future that the next date available is THEIR START DATE. They have already waited years (in most cases). You are the counselor; they need you to help them finally start working towards this goal!

Sample Wording:

We all know how Life can tend to "happen" I am going to commit to you that I will help you from now until the time you call me to say you are walking across the stage at Graduation. Won't it be so exciting to share this exciting news with your friends and family?

What we've outlined here is a very basic conversation. Please take time to develop and work on a conversation flow that's natural for you. If your prospect senses you are knowledgeable and that you care about them (even if the end result is not attending GCU), you will win in the end!