

Phone Objections
January 16, 2009 Training

1. I am not interested.

- How do you know you are not interested?
- What do you know about our school that makes you not interested?
- What prompted you to contact us, or inquire online?
- What ARE you interested in, maybe I can help with whatever it is.
- Just a short and simple "Why" it can prompt them to tell more.
- What has happened or changed in your life between the time you made the inquiry and today?
- "What college are you attending?" If none, "why aren't you attending college?"

2. I live too far away. It's too far to drive.

- Some of our employees drive that far or even farther and they work sometimes 6 days a week, you would only have to come 2 or 3 days a week.
- What other schools are in your area? Do they offer degrees or certification? What kind of accreditation do they have?
- Have you considered relocating? Our career services department may be able to help you find housing and a job while you are in school.
- Do you have a friend who might be interested? Maybe you could car pool or relocate together.
- Our school is very different than other schools and is worth the trip to see how.
- We have a hotel right next door.

3. I don't have gas money.

- How do you plan on getting to your classes if you enroll?
- Students can purchase bus passes through the school.
- (hartline.org for routes and schedules)
- We are all feeling that right now, and it is also the best time to get an education, so when the market turns around, you are more employable.

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4. No ride.

- Who will help you make your college choice? They should come with you. Maybe they could drive.

5. I did not request information.

- We got your contact information some how. (We did not get your information out of the phonebook.) If they were looking for a job:
 - What kind of job are you looking for? What else do you know about that field?
 - When we meet, I can explain more about our career services department.
 - We offer career focused programs in similar fields.
 - How do you think an education would benefit your ability to find the right job?
- Do you think someone else requested information for you?

6. I'm at work, can you call me back later? (I have gotten this one a few times and normally what happens is that they do not answer their phones after they realize it is you.)

- If you are really interested I can give you a call back when you have more time
- I respect your work ethic, when is a good time to talk about your future?
- Are you really at work? Maybe it is not the case here, but sometimes people say that just to get off the phone. If you are interested please let me know so I can help.
- Ok, I'll be quick, tell me, are you interested in on campus courses or online courses?
- But you are interested in getting some more information on our school right?

7. She is not here right now but this is her mom and she is not interested in your school"

- How old is she? (Find out if it is a dependent student.) I would really like to speak with her about her future. When might be a good time to get in contact with her?
- What is she interested in then? What do you know about that field?
- Has she looked into any other schools?
- What is his/her educational background?
- Just ask why she is not interested, or why they think she is not interested.
- Treat the parent like the client; ask more questions.

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8. How much does it cost?

- I cannot tell you what your exact cost will be until you sit down with financial aid.
- I don't want to mislead you with an incorrect cost, it varies student to student, our Financial Aid Administrators are the experts. You can meet with them when you come in for the tour.
- On what criteria in addition to cost will you make your college choice? (If I am understanding you correctly, you are basing your educational options on cost alone?)
- Do you want a discount education, or a valuable one that will give you a return in the future?
- Education in an investment in you and an investment in yourself is never a bad investment.
- You are asking all of the right questions, I think you should come in and get these answers for yourself and really see what we are all about.

9. I'm already enrolled at HCC.

- What do you like about HCC? What don't you like about HCC?
- That's great. Some of our students start at HCC to get their general education courses out of the way, then chose to finish here because we are a more career focused school.
- Do you think you would benefit more from a career focused school with smaller class sizes and more one-on-one attention from your instructor?
- People switch schools all the time.
- You must have requested the information for a reason.

10. Don't know work schedule.

- Did you just start this job? How do you like it? Is this something you would like to do long term?
- Are you aware that we have night and weekend appointment times.
- When does your next schedule come out, we can talk about it then and see if we can work something out.
- Just keep talking to them, they might get more interested and set an appointment anyway.
- How do you like the unpredictability of your schedule? Wouldn't you rather have a career than a predictable future?
- We are talking right now, you must know your schedule for today why don't you just come in today and we can get started?
- Let's set a time to meet now so you can let your employer know you need the time off before the schedule is posted.

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11. I cannot come in this week but maybe next week I will have some time.

- What is going on this week?
- What will be different next week?
- We are open on Saturdays and late Monday through Thursday, maybe you could stop in after work.
- We can get everything taken care of in one visit, a tour, application, testing, Financial Aid and even your schedule (maybe?)

12. "I can't do anything right now. I have just too much going on."

- Have you thought about online classes?
- How long do you plan to wait to start school?
- What is preventing you from starting now? (How permanent is the situation?)
- You should at least come in and see what we have to offer you and what kind of options you will have when it IS the right time.
- Most of our students have busy lives, which is why they like our convenient class schedules. Full time can be as little as two or three days a week.

13. I don't graduate until ???? date. I/My child does not graduate until June, I/we still have time.

- What options do you plan to consider during that time?
- Many high school seniors that are serious about their education already have their college acceptance letters.
- Now is the time to start touring schools, you want to have the time to visit as many as you can and figure out which one is the best.
- We have many high school students who have already applied here and have been accepting and are working on their financial aid.
- Our open house for high school seniors, like a lot of other schools, is held annually in October. If you haven't been to one yet you may be behind schedule.
- We do have four starts each year, your child can get started sooner rather than later..
- Many of our classes are already filling up.

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14. Was only looking for info to be mailed.

- I'd really hate to just try and package our school in an envelope. You don't get a full idea of our school unless you actually visit us and see the environment and culture of ITT.
- A handful of brochures will not show you the great attitudes our students and faculty have.
- Many times people ask for materials to be sent because they are comparing schools? Who are you comparing?
- That is like making a decision on an apartment based on pretty pictures in a brochure. What you actually get is often different. You really should come to the campus and see for yourself.
- The information I send will likely only create more questions. If you come in for a campus tour, I can give you the information and answer your questions all at once.
- Everyone who enrolls at our school goes through an interview and a tour.
- If they won't give up, redirect them to the website "All the information I can mail to you is posted on our website. Why don't you review that, write down your questions, and I will call you back Monday at 1:00."

15. I am looking for Nursing, Radiology, and Diesel Mechanic. "I'm only interested in "underwater basket weaving"

- What do you know about that field? What about growth and opportunities?
- Where is that field going in the future? How much do those jobs depend on the economy?
- I don't know much about that program, but I do know a lot about this one that sounds like you might be interested in, or could be good at.
- What is your plan B if plan A doesn't work out?
- We have programs that you might not have even considered before, just think about them.

16. When they start asking many good questions over the phone, what to say not to give too much info but enough to make them come in for more.

- You are asking all of the right questions, why don't you write them down and bring them in with you so we can talk about them.
- During your visit here you will have the opportunity to ask each program's chair as well as financial aid.
- You know, it looks like we're on the same page here I think you should come in so we can discuss it all more and you can get a feel for our environment as well.

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17. A person who has called in to cancel and supposedly reschedule an appointment gives an excuse as to why that cannot come in at the 1st scheduled time and then reschedule. They do not show and you can usually never reach them again. What should be said while scheduling the second appointment? Because while rescheduling, you make sure to confirm that this person will be able to make the 2nd (or 3rd) scheduled appt. What else can be done?

- Peel back the onion until you get the true objection. The first objection they bring you is rarely the real objection. Loop back to the real objection.
- I am blocking out time for you that could be used by someone else, if you are not going to make it or are not interested please let me know now so that I can give someone else your spot.
- Maybe it is not the case here, but sometimes when people reschedule they have no intention of actually coming in but don't want to say so, is that the case here?
- Academic advising is a service we provide to the community, if you do not want to take advantage of it, that's ok just tell me.

18. When a person says " I have heard that your credits will not transfer to other colleges" I usually respond w/ "as with all colleges it is up to the receiving college as to whether they accept other colleges credits" If there is a better response I certainly welcome it. I lost an interview because of this (I believe that was the reason)

- No school can guarantee that all of a student's credits will be accepted at another school.
- You can bring in your transcript for evaluation, some credits may transfer in.
- What are your future plans regarding school? Or after you finish school?