

January 5<sup>th</sup> Friday Morning Training Session

Reps who attended: Redacted by HELP Committee

*walkin - Not present*

## Phoning Techniques

The main purpose of a phone call is to get the prospect Want more

How do we do this?

### 1) Establish Rapport

Questions we can use:

Is this information for you or Someone ?

What is your educational background?

What year did you get your GED or HS Diploma?

Do you have any College credits? If so When? How Long?

What CLASSES did you enjoy?

What kept you from Graduating?

What makes you feel like you are ready now?

### 2) Find the prospects Motivation

Questions we can use:

Why are you looking to earn your degree now?

Why is (response to the first question) so important to you?

What steps are you taking (insert motivation from above)?

Tell me more about that!!

### 3) Get him/her to feel the Pain of their current situation

Questions we can use:

What do you do now for Employment?

Is there anything you Like about your current position?

Do you want to move up with this company?

If they are not working, how do we get them to feel the pain?

What type of positions are you looking for?

What credentials would be beneficial to help you get into a career?

4) Make a connection between the motivation and getting a DEGREE

Questions we can use:

Why do you feel earning a degree will help you (insert motivation)?

How long have you been thinking about going back to College?

If you decided not to attend college, do you feel that you would be able to \_\_\_\_\_? Tell me more about that!!

What has kept you from moving forward with your goals?

Let's give it a try!!

### Establishing Rapport

Introduction then go right into: I wanted to follow up with you regarding your request for information about **earning your degree**.

Is the information for you or someone else?

A. It's for me!

What is your educational background?

A. I have a ged and attended college a couple of years ago.

How long did you attend college?

A. 2 quarters

What kept you from completing your **degree**?

A. I didn't like taking all those general classes. I wasn't able take classes in my major.

What were you studying?

A. Criminal Justice

Are you still interested in that field

A. Absolutely

What interest you about the **CJ field**?

A. I have always wanted to be in the law enforcement field

What area do you want to pursue?

A. I want to be a police officer or maybe some type of security

### Transitioning into digging for the motivation

How will earning a **degree now** help you get a career in the CJ field ?

A. I'm not able to get into the law enforcement field without it a degree.

When you get a **degree** and get into the **law enforcement field** how would your life be different?

A. I would be enjoying what I do and hopefully would be making more money.

Tell me a little bit more about that. Why is making more money and enjoying what you do so important to you?

A. I have had some really crappy jobs and I don't want to do that the rest of my life.

**Transiting into feeling the pain**

What type of jobs have you been doing?

A. Mostly fast food and warehouses

Did you like anything about the jobs you had?

A. I liked some of the people but the actually job sucked

What made the jobs unbearable for you?

A. I would do the same task over and over – very boring

So it sounds like you would like something that is much more challenging – is that correct?

A. yes

**Transitioning into making the connection between the motivation and getting a degree**

How will getting a degree in the CJ field be more challenging for you?

A. My uncle was a police officer and he used to tell me all kinds of stories.

You said that you have been out of college for a couple of years so why do you feel the time is right now?

A. I have been thinking about college for about 6 months and feel that if I wait any longer I won't do it at all.

What do you feel your next step should be?

A. I need to get enrolled into a program

Our next step is to set up a time to visit the campus. This appointment will take approximately 2 hours and I'll need you to bring a copy of your GED if it's available and your SS card. Does tomorrow at 2pm or 5:30 work better for you?

A. I have to work tomorrow but I should be able to make it by 5:30.

Would you like to make it at 6pm to insure that you'll be on time?

A. That would be great.

Let me give you some directions.....

Do you know anyone else who might be interested in our programs?

A. I do have a friend that has been talking about schooling

Great. Do you think he might be available tomorrow night?

A. I'll ask him

I would encourage you to bring him too. I'll see you tomorrow at 6pm.

## NOTES IN IRIS

In the **phone out section**, please put detailed notes. Here is an example:

“He is very interested in the CJ program. Attended college for 2 quarters a couple of years ago, but quit because he couldn’t get classes in his major. He has been working in the fast food and warehouse industries the past couple of years and is very bored. He wants a career that is challenging and will pay more money. Set an appt for tomorrow at 6pm.”

Pending open contact should be an Interview...

### Basic rules for setting an appointment

1. The appointment must be set within 3 days of your call.  
Anything past this really increases the chances of them NOT showing.
2. Give the prospect a realistic perspective of how long the appointment will take. Our expectation is that the prospect will complete the admissions process.
3. Remind them to bring their social security card and a copy of GED or High school diploma. It not crucial to have these documents so make sure to let them know if they are easily accessible to bring them.
4. Put the appointment into your outlook calendar so the front desk will know who is coming in. It makes the prospect feel special when the receptionist can say “You must be here to see \_\_\_\_\_!!

### Homework

Please put together a list of questions (at least 10) that are layered properly to get a student wanting more that you will be using during your phone calls this next week.

Email this to me by the end of the day on Friday, January 5<sup>th</sup>.