

## Sample Actions for Common Objections

Type of Resistance	Student's Objection	Rep Response
Price - Funding	"That is too expensive!"	<p>"Could you share with me your thoughts or ideas as to why you think it might be too expensive?"</p> <p>"You've indicated that you have talked to another school, may I ask what they offer and how it differs from services?"</p> <p>"Financial Aid is available to those who qualify. ITT Technical Institute has a full-time staff of Financial Aid Administrators who work with our students to develop a financial aid plan to help pay the cost of their education."</p>
Time	<p>"I don't have the time right now to start school."</p> <p>"I'm working right now."</p>	<p>"Our process for taking online courses is designed around busy schedules like you have. In many cases, people with busy schedules find that online classes offer the flexibility they need to be a successful student"</p> <p>"Your courses are available 24/7 and can be accessed from anywhere with an internet connection. The convenience of completing your course work anytime day or night has helped students balance busy schedules."</p>

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<i>Uncertainty</i>	<i>"I've changed my mind."</i>	<p><i>"What changed your mind since you first inquired?"</i></p> <p><i>"What would be different in your future if you did not attain a degree?"</i></p>
<i>Lack of Technology Skills</i>	<i>"I don't know how to use a computer that well."</i>	<p><i>"Before you begin your classes, you will have the opportunity to participate in an online student preparation course. This will describes the protocols and procedures that a student must follow when taking an online course. This preparation course can help a student prepare for what to expect once courses actually begin."</i></p> <p><i>"We begin with courses that show you how to use Microsoft Office tools. In addition you will be assigned a Student Support Coordinator to assist you with any technical difficulties you may have. They can also connect you with tutors if you are struggling with course material. How would you find this helpful in your success as a student?"</i></p>

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<i>Campus Versus Online</i>	<i>"I prefer face-to-face learning."</i>	<p><i>"Do you have a full-time or part-time job?"</i>  <i>"How would you fit your campus school schedule in your work schedule?"</i></p> <p><i>"Our online education offers student's the convenience and flexibility in completing their education at a distance. Online students are offered tutoring assistance to help them be successful in their program of study. How would you find these services beneficial to you?"</i></p>
<i>Employment</i>	<i>"I need a job before I can go to school."</i>	<p><i>"Okay - Are you more concerned with how to pay for the cost of your education or improving your career direction?"</i></p> <p><i>"ITT Tech provides student's Career Services. These services include assistance in resume preparation, cover letter development, interviewing skills and career search opportunities. Students are also able to post their resume to the ITT Tech Career Services Job Bank and matches your current projected employment opportunities." How do you feel these services would help you find employment?"</i></p>

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<i>Disconnected/Hang up</i>	<i>Unknown</i>	<i>Immediately call back. Hello, this is &lt;Rep's full name&gt; with a follow up call from ITT Technical Institute Online Division, in Indianapolis. May I speak with &lt;Student's First Name&gt; &lt;Student's Last Name&gt;, please? (The DBA (Delay Before Announcement) may not have connected the student to the rep so the potential student hangs up.)</i>
<i>Can't talk right now</i>	<i>"Can you send me some information?"</i>	<i>"What program are you interested in? What about this program interests you? I will be happy to send you this information. When would be a good time for me to call back so we can discuss this information in detail?"</i>

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<i>Accidental</i>	<i>"I was just applying for a job."</i>	<i>"Do you feel that you have the education you need to obtain your ideal job?"</i>  <i>"Do you know anyone else who might be interested in obtaining a degree?"</i>
<i>Repeatedly called</i>	<i>"I've been called several times."</i>	<i>"I understand how this can be frustrating. I will make sure this doesn't happen in the future, but first, let me verify your name, phone number, and email address so I can take you off our calling list. As a special favor to you I will send you some information about our degree programs with my contact information at the bottom of the letter, so when you are ready to discuss attending school, you can contact me personally."</i>