

## Sample open probes

### MOTIVATION

- How long have been thinking about getting your degree?
- What motivated you to inquire about getting your degree now?
- Why are you looking to return to school?
- How has not having your degree affected you?
- What did that mean for you?
- What does not having a degree mean for you know?
- What will having a degree mean to you?

### EDUCATION

- Tell me about your previous education.....
- Have you attended a college or university before?
- What was the learning environment like?
- Did you enjoy your experience?
- What kept you from finishing?
- What concerns do you have about returning to school? (time, cost, value, fear)

### CURRENT WORK

- What do you do for a living?
- Where do you currently work?
- What do you do there?

### FINANCE

- Does your company have tuition assistance?
- How do you plan on financing your education?

### TIME-LINE/START DATE

- How soon would you like to graduate?
- Ideally, when are you wanting to graduate?
- Do you think you could be successful in this type of program?

### SCHEDULE

- Tell me about your schedule...
- What hours do you normally work?

## PROBING MOTIVATION QUESTIONS

- Tell me more...
- What will be different this time?
- What barrier do you see preventing you from returning to school?
- What is going to keep you in school when it gets hard?
- Tell me what that will mean for you...
- How did/does feel?
- Tell me more about that.....
- When you say XYZ what do you mean EXACTLY?

**Follow up:**

- I send out a thank you card/email after meeting with each potential student, whether they apply or not to thank them for their time. If they have applied/accepted I will note their fa apt and that I will meet with them after that apt.
- For all applied/accepted I note in my **calendar** their fa apt. If I am not here for their apt I follow up with the fa advisor to find out how their apt went. Same if they meet with education, Claudette for testing, transfer credits, etc. Put notes in IRIS. This will help you in the Show Meeting when asked about your students.
- I stay in touch by emailing or calling to see how that new job is going, new baby, etc. this is where it is important to put this information in IRIS so that you can refresh their motivation. This especially important when you have a student who has applied for a quarter that is out for months – stay in touch with them.
- Applied/Cancelled List: I constantly work my cancel list during the year and enroll 2-4 a year from that list. Check in IRIS for their motivation - call or email to see how they are doing and if ready for school.

**Referrals:**

- The majority of my referrals that turn into sits are those from my existing students who are doing well in school. Again, when you are out talking with your students be sincere in finding how they are doing.

**Re-entries:**

- The goal would be to not have students drops, so you would not have them on the re-entry list! If this is a student that you have developed a relationship with you should know why they dropped and what issues they have facing. It is much harder if you inherited a student and have not developed that relationship prior.

**-REFERRAL TAKE AWAYS-**

● Who do you know that might be interested in a career in technology

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● Who do you want sitting in class with you?

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Who else do you know that could benefit from getting their degree?

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● Who else do you know that is interested in \_\_\_\_\_?

**\*\*OVERCOMING OBJECTIONS\*\***

- 1.) Clarify their concern”
  - a. “...so what I hear you saying is that you NEED....
- 2.) Temp check
  - a. “Is that right?”
- 3.) “So if I could show you a way that you could \_\_\_\_\_ and get your degree would that interest you?

**\*\*DRIVE THEORY\*\***

- 1.) PAST
  - a. Life without your degree...
  - b. Why now?
- 2.) PRESENT
  - a. Why now? What is happening now to motivate you
  - b. What is it like without having a degree
- 3.) FUTURE WITH
  - a. What will your life be like in two years with a degree?
- 4.) FUTURE WITHOUT
  - a. What will life be like without one?
- 5.) WHICH FUTURE DO YOU WANT
- 6.) WITH THAT IN PERSPECTIVE ON A SCALE FROM 1 TO 10...

**\*\*BENEFIT STATEMENTS\*\***

- 1.) Summarize
  - a. “So what I hear you saying is.....”
- 2.) Temp Check
  - a. “Is that right?”
- 3.) Two-sentence benefit statement
  - a. “Here at the TT Tech...”
- 4.) Temp check
  - a. “How does that sound?”
- 5.) WIIFM
  - a. “What that means for you is....”

# -STUDENT PLAN-

<b>-CALL STRATEGY-</b>			
	<b>MORNING</b>	<b>AFTERNOON</b>	<b>EVENING</b>
<b>DAY - 1</b>	<b>(VM - #1)</b>	(no msg)	(no msg)
<b>DAY - 2</b>	(no msg)	-	-
<b>DAY - 3</b>	(no msg)	(no msg)	<b>(EM -#1 or #2)</b>
<b>DAY - 4</b>	(no msg)	(no msg)	(no msg)
<b>DAY - 5</b>	(no msg)	<b>(VM - #3)</b>	(no msg)
<b>DAY - 6</b>	-	-	-
<b>DAY - 7</b>	(no msg)	-	<b>(VM - #4)</b>
<b>DAY - 8</b>	<b>(EM - #3)</b>	-	-
<b>DAY - 9</b>	-	(no msg)	-
<b>DAY - 10</b>	<b>(VM - #5)</b>	-	-
<b>DAY - 11</b>	-	-	-
<b>DAY - 12</b>	-	<b>(VM - #6)</b>	(no msg)
<b>DAY - 13</b>	(no msg)	-	-
<b>DAY - 14</b>	-	<b>(EM - #4)</b>	-

**-LEAD RE-ASSIGNMENT-**

<b>- POST-INTERVIEW TASKS-</b>	
<b>-ADMISSION TEST-</b>	(SCHD TIME AT INTERVIEW)
<b>- F.A. APPT.-</b>	(SCHD TIME AT INTERVIEW)
<b>-REGISTRATION-</b>	(SCHD TIME AT INTERVIEW)
<b>-1<sup>ST</sup> DAY OF CLASS-</b>	(SET AS CALL TASK)
<b>-2<sup>ND</sup> WEEK OF CLASS- (CHECK-IN)</b>	(NOTE DATE IN IRIS)
<b>-MID-TERM CONGRATS - (CARD)</b>	(NOTE DATE IN IRIS)
<b>-STD BIRTHDAY - (PHONE CALL/CARD)</b>	(NOTE DATE IN IRIS)
<b>-FINALS - GOOD LUCK (SURVIVAL KIT)</b>	(NOTE DATE IN IRIS)
<b>-FIRST QTR DOWN - CONGRATS (PHONE)</b>	(NOTE DATE IN IRIS)

## **- WAVE TAKE AWAYS-**

### **ADDRESS:**

- MOTIVATION
- CONCERNS
- OBJECTIONS
- THINGS THEY DON'T KNOW

### **SUMMARIZE:**

- 1.) SUMMARIZE - **UNDERSTAND** WHAT THEY ARE TELLING YOU
- 2.) LINK IT BACK TO **MOTIVATION** OR **CONCERN**
- 3.) HOW WILL GETTING YOUR DEGREE HELP YOU TO GET \_\_\_\_?
- 4.) WHAT DO YOU NEED TO DO TO MAKE THAT HAPPEN?

### **VERBAGE:**

- “So, let me see if I am understanding you correctly”  
-(summarize concerns, objections, motivation)
- “If you don’t do this, how will you get \_\_\_\_\_?”
- “To make that happen, your next step is \_\_\_\_\_.”
- “Tell me about your schedule”
- “One of the benefits of ITT Tech is \_\_\_\_\_ (address concerns, objections, motivation) ....and when you come in, I am going to show you how \_\_\_\_\_.”

### Open Probe

Ask open probe other than yes or no

More development probe -

- a) Build a question of previous answers
- b) Cookie “that’s awesome”, encouraging words ask another probe, real meaningful.
- c) Summarize motivation

Open probe –

What do you want to accomplish?

What’s motivating you at this time to go to school?

How can I assist you today?

What is it about ITT that sparked your interest?

What’s motivating you to back to school?

I want to make more money “why do want more money?”

Pay bills “can you pay them now?”

No hard – Summarize “you can pay them now, is money tight?”

What do you mean exactly? Clarifying question.

Tell me more

How will that make a difference for you?

How will that benefit you?

Avoid pain/seek pleasure

Just mail me something – what information are you looking for?

### Stalls

Agree

Throw a cookie

● **Our prospective students:**

Want to hear from us

Want to know what we have to offer

Want us to call them about our school

Want us to be tenacious about whom we are

Want us to be patient

● Want us to be understanding of their situations

Want us to empathize with them

Want us to walk a mile in their shoes

Your clients are your customers

Your customer pays your paycheck

Your customer determines your success or failure

● Listen to your customers and understand their anxieties and decisions and challenges

# Closing

My Time Is Important!

What do you think your next step is?

... Your next step is for you to....

(hit on some of their hot spots – career services, meeting the chair,  
financial aid, etc)

... How does that sound?

I have an opening \_\_\_\_\_ at \_\_\_\_\_?

If no then the next day from when previously said

If they are having trouble making time, make sure they are going to make time for school,  
and if they are, why can't they make time to meet with me?

### Call Strategy

\*\* Set respective follow up tasks with note in future contact with reminders for that call (so you don't have to look in history of contacts)

Day 1=AM, afternoon, PM Message (information you requested & programs you are interested in)

Day2=AM, afternoon, PM no message, send EM1 or EM2

Day3=AM, afternoon, PM no message

Day4=NO CALL

Day5=AM, PM Message (answer questions & ITT a good fit for you)

Day6=NO CALL, send EM3

Day7=AM, PM, no message

Day8=NO CALL

Day9=AM, PM, Message (Trying to reach you)

Day10=NO CALL

Day11=NO CALL, send EM4

Day12=AM, PM Message (Several attempts to reach you & haven't been able to reach you)

Day13=NO CALL

Day14=NO CALL, send EM5

Days after Re-assigned or for HS Leads

\*Flexible Schedule

\*Financial options

\*Quarter starts soon

\*Degree still your goal

\*Big decision & where are you in your process

\*It's been a while since we talked

\*What are your educational goals & current situation?

\*Excited to talk with you @ new changes

\*Any questions & haven't forgotten about you

\*How have you been? Who else do you know?

\*\*\* Each lead: Copy & Paste

\* Best time to call

\* Email Contact

\* Alternate phone numbers

\*\*\* After student Interviews, set tasks for:

Admissions testing (if needed); FA Appointment; Registration; 1<sup>st</sup> day of class; 2<sup>nd</sup> week of class; Birthday and once a month or so to say hello and talk about an interest of student, NOT related to school.

## Crossing the Divide

*How to Transform From a So-So  
Rep To a Recruitment Superstar!*

*Presented by:  
Brad Trnavsky MBA  
DOR Everett WA*

## What is a rep?

- *Sales person?*
- *Motivator?*
- *Counselor?*
- *Cheerleader?*
- *Educational expert?*

## Outstanding service provider!

- *Outgoing*
- *Personable*
- *Honest*
- *Trustworthy*
- *Sincere*
- *Knowledgeable*
- *Fearless*
- *Ignores the past and is future focused!*

The impossible is only what has not been done YET!

QuickTime™ and a  
decompressor  
are needed to see this picture

What difference can one degree of effort make?...

QuickTime™ and a  
decompressor  
are needed to see this picture

## The key to success

- *It's not about the volume of calls you  
make!*
- *It's about the quality*

### It all starts with a plan...

- *Rapport*
- *Motivation*
- *Admissibility*
- *Payment*
- *Start date*
- *Referral*

### Basic Phone Techniques

*Seek first to understand, then to be understood.*

-The Seven Habits of Highly Effective People- Habit #5 by Steven R. Covey

### Things to remember when calling...

- *They requested information to us...*
- *Don't start out thinking you are bothering them by calling.*
- *Be enthusiastic!*
- *Be friendly*
- *Have fun!*

### Opening the phone call

- *Smile*
- *Who are you*
- *Remind them they requested info from you*
- *Why are you calling*
- *Ask an open ended question*

### Sample script...

*Hi Sally this is Brad I'm a representative with ITT Technical Institute. I am giving you a call because you requested information from us (earlier today, yesterday etc...). My role here is to guide you through the admissions process and make sure you receive all the information you need in order to make an informed decision.*

*Sally, if you don't mind me asking... What prompted you to request information from*

### Stalls

- *What is a stall?*
- *What is the difference between a stall and an objection?*

### Sample stalls

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- *I'm just shopping right now.*
- *Can I get a catalog?*
- *Just send me some information.*
- *What else do you hear?*

### Overcoming stalls

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- *Agree with them (Do not get defensive!)*
- *Use cookies*
- *Probe more*
  
- *This technique is really more of a sidestep.*

### Example

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~~Can you please just send me some information?~~

- *I'd be happy to, What kind of information is it you are looking for specifically?*
- *wait for answer ...*
- *open probe again!*

### Practice overcoming stalls

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### Why do students apply???

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· *Their reasons! Not ours!!!*

### Probing

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- *What are the 3 kinds of probing questions?*
  - *Open Probe*
    - *Developmental probe*
  - *Closed ended questions*

**Why do we probe?**

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- *To build rapport*
- *To gain motivation*
- *To develop deeper understanding*
- *To emphasize a point*

**How deep should I go?**

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- **AT LEAST 5** layers deep on most topics.

**Open Probes**

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- *Safe wide-open questions used to develop a new topic.*
- *What prompted you to inquire?*
- *What was your high school experience like?*
- *Can you tell me a bit about your educational background?*
- *What do you know about financial aid?*
- *What have you been doing since high school?*

**Developmental Probes**

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- *Add the next layers of detail or help further develop an idea.*
- *Tell me more about that...*
- *When you say XYZ what do you mean exactly?*
- *How does that make you feel?*
- *Why is that important?*

**Closed Probes**

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- *To gain commitment*
- *To confirm understanding before moving on*
- *Temperature check*

**Find the pain**

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- *People do things for one of two reasons*
- *Seeking pleasure*
- *Avoid pain*
  
- *Find the pain!*

## Practice probing

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### The foundation of solid rep performance

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- *R*apport
- *M*otivation
- *A*dmissibility
- *P*ayment
- *S*tart date
- *R*eferral

## Rapport

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- *Everything you do relies on your ability to establish rapport*
- *Be yourself!*
- *Be sincerely interested in them*
- *Find common interests*
- *Get them talking about those things!*
- *Use cookies often*

## Motivation

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- *What are the two reason we do everything we do?*
- *In motivation we are seeking the pain.*
- *Don't move on until you have the REAL pain.*
- *Peel back the onion!*

## Admissibility

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- *Is the student admissible?*
  - *Tell me about your high school experience*
  - *What have you been doing since high school?*

## Payment

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- *Do not skip this step!*
- *How are you planning on paying for school?*
- *What do you know about the financial aid system?*
- *Does your employer offer employee tuition reimbursement?*