

## OVERCOMING OBJECTIONS

Always remember - Until the benefit outweighs the cost, you haven't got a sale!

Listed below are five questions your typical prospective will ask (either of themselves or their representative) before making a decision to buy into higher education. They are five questions that require "action" responses from the representative in order to close the sale:

- Can I do this?
- What will it do for me?
- What do I stand to gain over time?
- Why education versus finding a steady job?
- Can I afford it?

Now let's focus on answering those questions, or "overcoming" those "objections" - use "action" responses to those concerns:

- **Can I do this?** Response: Once you made the decision to inquire about higher education, whether you know it or not, you made the decision that you possibly could "do it". When you reach the point where your desire to "do it" outweighs your concern, then the answer is "yes, you can do this!" That's what I'm here to demonstrate for you today - ITT will give you the proper tools throughout your college experience to ensure that you will be able to "do it!"
- **What will it do for me?** Response: Higher education will open doors of opportunity for you that otherwise won't exist. The job market is extremely competitive and those without "higher education" degrees don't stand a fighting chance. It is definitely an employer's market - employers are going to choose individuals with degrees because they will have a learned skill, they will have acquired "soft skills" which include problem solving techniques, teamwork habits, and good communication and people skills. College not only teaches you a trade, it also teaches you the "soft skills" so necessary in the competitive workplace. College will offer you an opportunity to have a "career" and not "just a job". Remember, you can lose a lot of things in life - your keys, your wife, your husband, your bankroll - but education is something no one can take away from you and you can draw on it everyday of your life.

- What do I stand to gain over time? Response: A college degree over time is a solid investment in you. Overtime, a degree opens the right career opportunity doors leading to promotions, higher income, more financial security, investment potential, etc. Consider this - the average college graduate will earn approximately \$250,000.00 more during their career span than a non-college graduate. Aren't you worth \$250,000.00? In addition, over time you gain self-esteem, confidence and poise in the workplace, coping skills and mechanisms, possible lifetime friendships, etc. There is everything to gain and nothing to lose over time with a college education. A college education is a solid investment that just keeps on giving - you cannot lose by opening your mind to higher education.
- Why education versus finding a steady paying job? Response: Living job to job or paycheck to paycheck offers no stability, demands constant change and upheaval in your life, and leaves you at the mercy of any given employer. If the job market is good, you're in gravy - when bad, hope to hold on! There is no security in the job market anywhere; however, you place yourself higher in demand when you have learned a skill, or you have been trained to "wear interchangeable hats" on the job. An employer can find anybody to do a certain function for eight hours out the day - it's a little tougher to find someone who is skilled, as well as trainable and when they are found, the employer embarks upon keeping them as a company growth investment. When a company is looking to grow, they want to hire and retain skilled, educated individuals who can carry their weight. Employers look to college graduates for those kinds of investments.
- Can I afford it? Response: A better question would be, "Can I afford not to go to college?" - the answer is "No!" Ask yourself a very basic question - "What am I worth?" I guarantee the cost of this education is a lot less than what you feel you are worth! So "can I afford it?" - the answer is "yes!" There are so many avenues for funding a college education these days that there is no real reason not to be able to afford to go to college. There's federal grants, federal loans, private bank loans, scholarships, employer assistance, etc., all available to those that qualify. Our financial aid experts are trained to best advise you on the best "financial aid package" to suit your specific needs. Always remember, an investment worth having is worth paying for - the investment is in you!

Overcoming objections is an art, however, if you really think about it overcoming objections is really no more than showing your prospective they deserve an improved future and you can show them how to ensure that happens through higher education. Fear is the main factor that plays on your prospective. College is a big step, it's not a small investment, and it takes commitment. Always remind your prospective that if they didn't desire something better, they wouldn't have even inquired.....something is driving them to improve their lives. Probe to find out what they are looking for and don't be afraid to "overcome" their objections - remember, fear is at the root of their objection and fear broken down means this:

False

Evidence

Appearing

Real

Be the catalyst to help change someone's life for the good - tear off all their band aids (objections) and refuse to buy into the "fear factor"!