



**INCREASING YOUR  
SCHEDULED TO  
CONDUCT RATIO**

*or*

**“SETTING APPOINTMENTS THAT SHOW!”**

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# HOW MANY RECRUITMENT REPS ARE GOING INSANE?



- WHAT IS THE DEFINITION OF INSANITY?
- “DOING THE SAME THING OVER AND OVER AND EXPECTING DIFFERENT RESULTS”

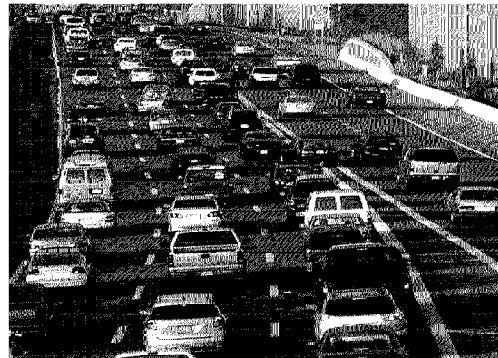
**DAY IN AND DAY  
OUT WE HAVE REPS  
THAT POUND THE  
PHONES AND SET  
APPOINTMENTS  
WITH CONTACT  
AFTER CONTACT ...**



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**ONLY TO END UP STARING  
OUT THE FRONT DOOR  
ASKING THEMSELVES, “I  
WONDER IF THEY ARE  
STUCK IN TRAFFIC?”**



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**SOMETIMES THAT MAY  
BE THE ANSWER, BUT IT  
IS MORE LIKELY A  
BIGGER  
PROBLEM.**

**FIRST, LET'S LOOK  
AT SOME REASONS  
PEOPLE  
DON'T  
SHOW UP:**

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- **THEY DO NOT SEE ANY REASON TO COME IN...NO PERCEIVED VALUE IN THE VISIT.**
- **IF THE REPRESENTATIVE SOUNDED THAT BORING ON THE PHONE, THEY CAN'T BE ANY BETTER IN PERSON.**
- **THEY GOT MORE THAN ENOUGH INFORMATION OVER THE PHONE.**
- **THEY FELT LIKE IT WAS JUST A “PENCILED IN APPOINTMENT” SO NOT SHOWING UP WAS AN OPTION.**
- **HEY, MAYBE THEY ARE STUCK IN TRAFFIC.**

**NOW, LET'S LOOK  
AT SOME REASONS  
PEOPLE  
DO  
SHOW UP:**



- **WHAT THE REPRESENTATIVE TOLD THEM ON THE PHONE MADE SENSE.**
- **IT SEEMED THAT THE REPRESENTATIVE UNDERSTOOD THEIR SITUATION**
- **THE REPRESENTATIVE WAS EXCITED AND ENTHUSIASTIC.**
- **THE REPRESENTATIVE DID NOT GIVE AWAY THE FARM OVER THE PHONE AND GAVE THEM A LOT TO LOOK FORWARD TO.**
- **THEY FELT THAT THE APPOINTMENT WAS TIME BEING SET ASIDE JUST FOR THEM.**

**LET'S TAKE A LOOK AT  
WHAT SHOULD TAKE PLACE  
WHEN THE  
REPRESENTATIVE FINALLY  
GETS A CONTACT:**



FIRST .....  
COMES  
'THE GREETING'

**Hi \_\_\_\_\_  
THIS IS \_\_\_\_\_  
FROM  
ITT TECHNICAL  
INSTITUTE, HOW  
ARE YOU?**



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THE REASON I AM  
CALLING IS...I WAS  
GIVEN A MESSAGE  
THAT TELLS ME YOU  
HAVE AN INTEREST IN  
OUR TECHNICAL  
DEGREE PROGRAMS.

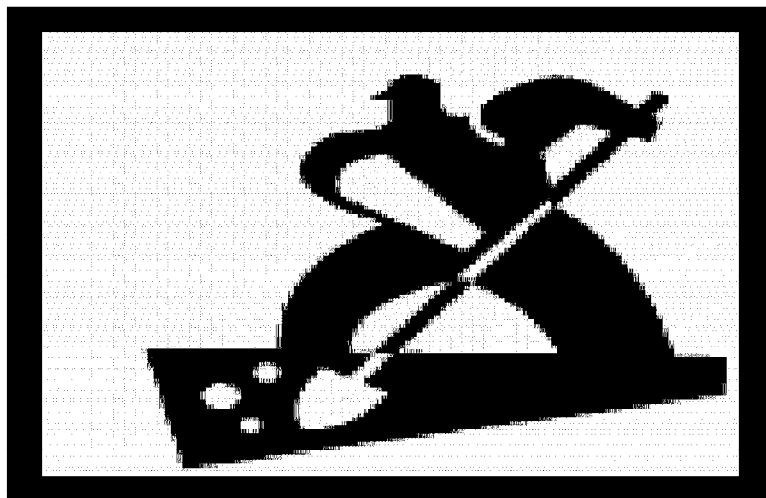
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# **FIRST IMPRESSIONS**

- **EXCITED**
- **ANIMATED**
- **ENERGIZED**
- **GENUINELY INTERESTED IN THIS PERSONS SITUATION**





**NEXT...ITS TIME TO START  
“*DIGGING*”  
FOR INFORMATION....**

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HOW DID YOU HEAR  
ABOUT US?



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FIND OUT WHERE  
THEIR PAIN IS.



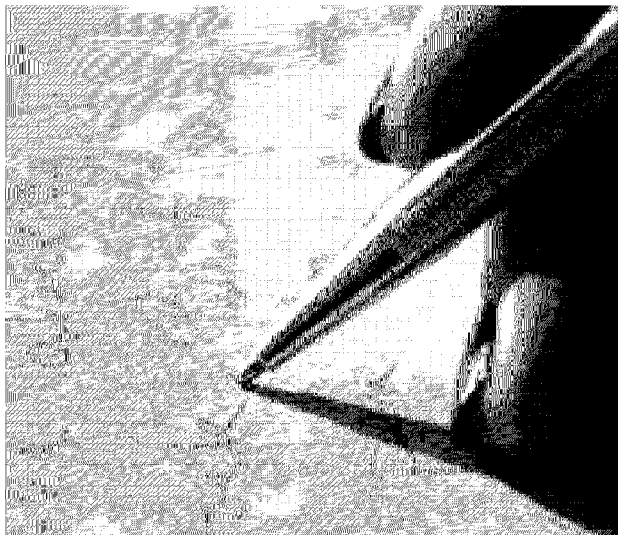
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# THEY TOOK ACTION!

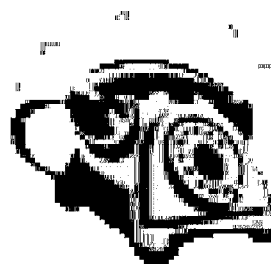
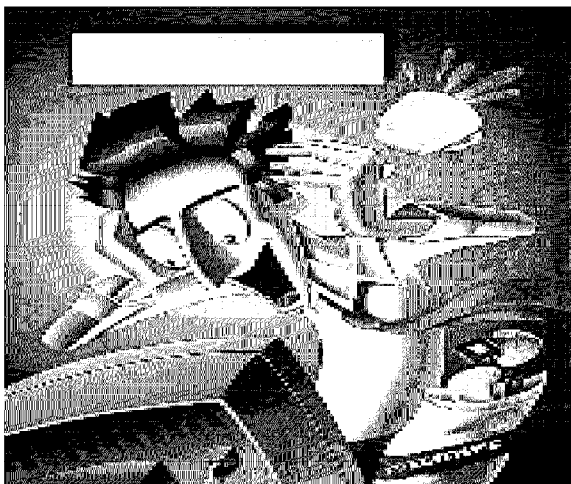


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# THEY ACTUALLY TOOK THE TIME TO CALL!



SO OBVIOUSLY....YOU NEED TO KNOW WHY...

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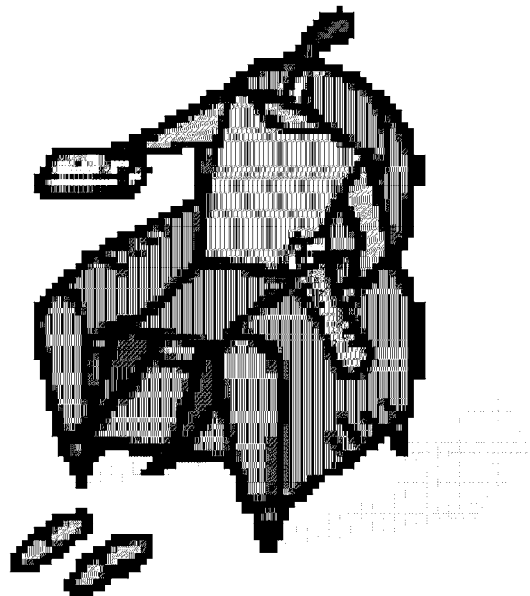
**WHAT ABOUT  
OUR AD  
SPARKED YOUR  
INTEREST? (OR  
WHAT ON OUR  
WEBSITE...)**



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**“HEY...WAIT A MINUTE!!”**



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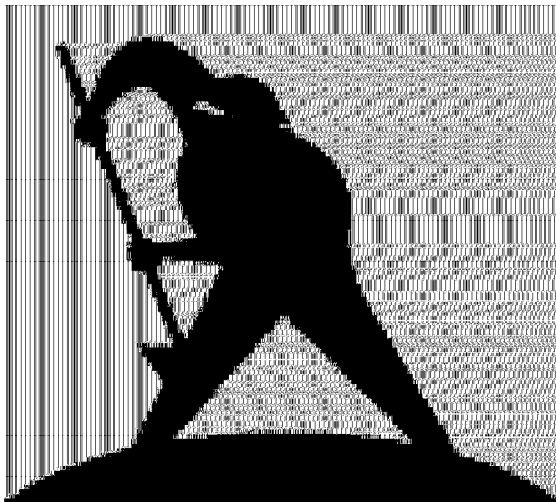
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**HOW LONG HAVE  
YOU BEEN THINKING  
ABOUT IT?**



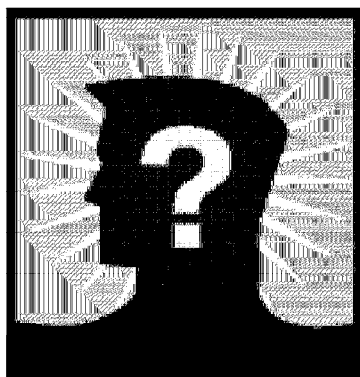
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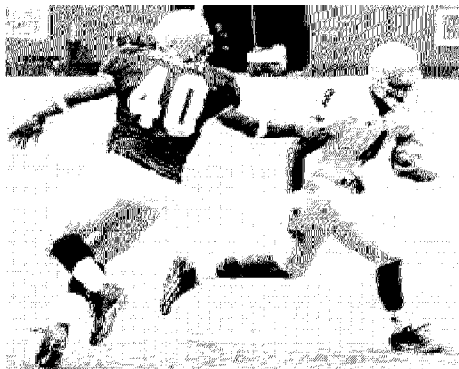
- **“WHY NOW?”**
- **“WHAT’S DIFFERENT?”**
- **“WHAT HAS CHANGED?”**

**SOMETIMES, THEY WILL  
TRY TO SLIP IN A QUESTION  
HERE OR THERE SUCH AS**



- “HEY, HOW MUCH DOES THIS COST ANYWAY?”
- “WILL YOU GUYS HELP ME GET A JOB?”

APPLICANT:  
“HEY, HOW MUCH DOES THIS COST  
ANYWAY?”



REPRESENTATIVE:  
“WELL, LET ME ASK YOU THIS JOHNNY,  
WHAT KIND OF WORK DO YOU DO?”



**WHAT IS IT  
THAT YOU LIKE  
ABOUT THE  
COMPUTER  
FIELD?**



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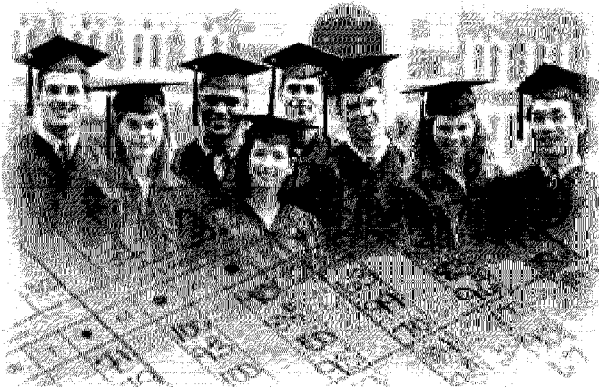
WHAT IS  
YOUR HIGHEST  
LEVEL OF  
EDUCATION?



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# MORE DIGGING



- “HOW FAR DID YOU GO AT THE UNIVERSITY?”
- “WHAT MADE YOU DECIDE TO STOP AFTER TWO YEARS?”
- “WHAT IS DIFFERENT NOW?”

WHAT DO YOU DO  
NOW?

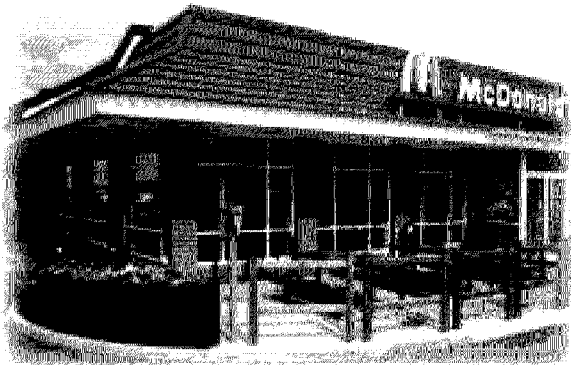


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## JOB SITUATION



# TALK ABOUT IT!!

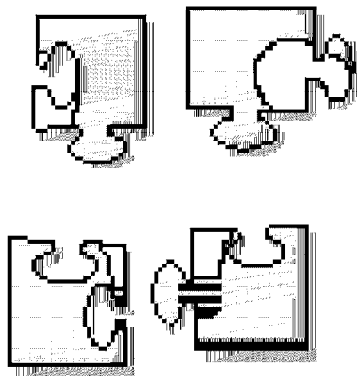


SO ARE YOU  
LOOKING TO MOVE  
UP WHERE YOU ARE,  
OR OUT AND UP  
SOMEWHERE ELSE?

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# ONCE YOU “REALLY” UNDERSTAND



YOU CAN THEN SAY....

I THINK I HAVE A  
PRETTY GOOD IDEA  
OF WHERE YOU'RE  
COMING FROM, MAY  
I MAKE A  
SUGGESTION?





WHAT REALLY TENDS TO BE  
THE MOST HELPFUL FIRST  
STEP IS TO COME IN FOR A  
VISIT...I'LL GIVE YOU A  
TOUR...TELL YOU ALL ABOUT  
OUR PROGRAMS...BREAK IT  
ALL DOWN FOR YOU AND  
SEE HOW WE CAN HELP  
YOU!

DOES THAT MAKE  
SENSE?



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**WHAT IS  
GENERALLY A GOOD  
TIME FOR YOU  
MORNINGS OR  
EVENINGS? (TWO  
CHOICES!)**



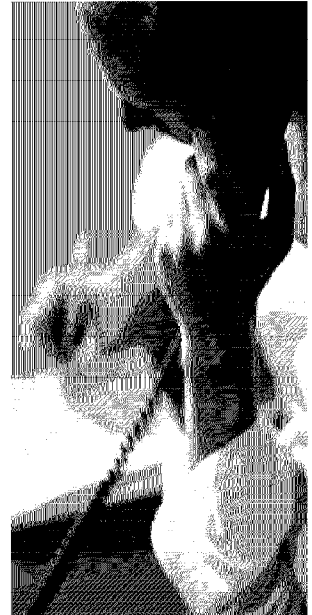
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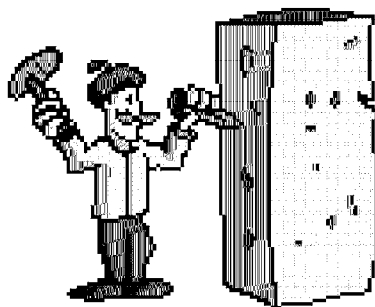
I HAVE AN OPENING  
TODAY AT \_:\_\_\_

OR  
TOMORROW AT \_:\_\_\_,

WHICH ONE'S BETTER?  
(TWO CHOICES!)



# SET IT IN STONE!

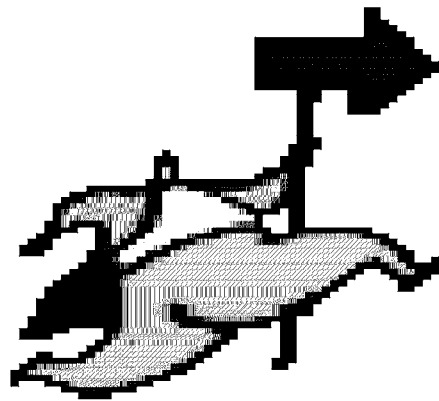
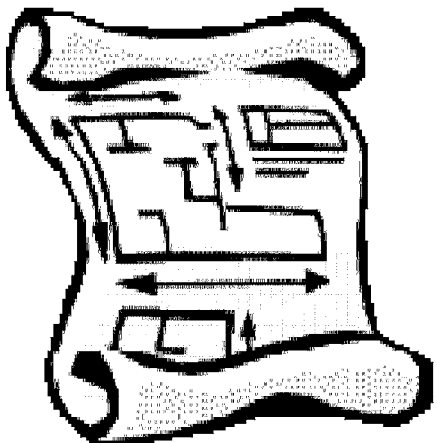


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**HAVE THEM WRITE IT  
DOWN!**



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**“THEY DON’T CARE HOW  
MUCH YOU KNOW TILL THEY  
KNOW HOW MUCH YOU  
CARE!”**



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