

CONFIDENTIAL

KHE 052058

Objectives

- Understand this is a sales call
- Distinguish the differences and similarities between the “old” process and the “new” process
- Show awareness of the students odds are
- Determine the differences of the three types of relationships
- Identify and apply the three steps of the phone call agenda
- Apply the phone tips to each and every call

CONFIDENTIAL

KHE 052059

Old Process vs. New Process

Old Process

- Say hello and ask for their name and contact info
- Ask them how they heard about the school
- Ask what prompted them to call
- Ask scripted questions that sound cold and impersonal, and don't encourage conversation
- *OVERCOME* their objections, and don't answer/address their concerns
- Recap their needs and let them know that we can help
- Set the appointment, give directions and cross our fingers

New Process

- Say hello and ask for their name and contact info
- Ask them how they heard about the school and what they are looking for in a school
- Ask what prompted them to call
- Engage in a conversation to help find their GAP(s)
- *HANDLE* objections using LAER, which helps us get to the root of their questions
- Recap their needs and let them know that we may be able to help
- Set the appointment, give directions and cross our fingers



CONFIDENTIAL

KHE 052060

What the First Call Is

- **A sales call**
- Create *trust, credibility and rapport*
- Gain simple preliminary information
- Create excitement and mystery
- Identify a plan
- Set the appointment
- Get them to show

CONFIDENTIAL

KHE 052061

What the First Call Is Not

- A “comprehensive needs analysis” of why the student NEEDS to go to school
- A customer service call
- A fact finding session
- A time to “enroll” the student
- A time to “give away the farm”

CONFIDENTIAL

KHE 052062

Odd's Are Factor



Be aware of your potential students
Odd's Are Factor



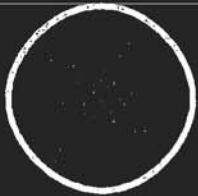
CONFIDENTIAL

KHE 052063

Interdependent vs. Dependent Relationships

Dependant Relationships

Rep

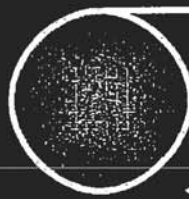


Student

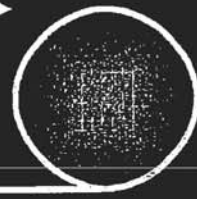


Interdependent Relationships

Rep



Student

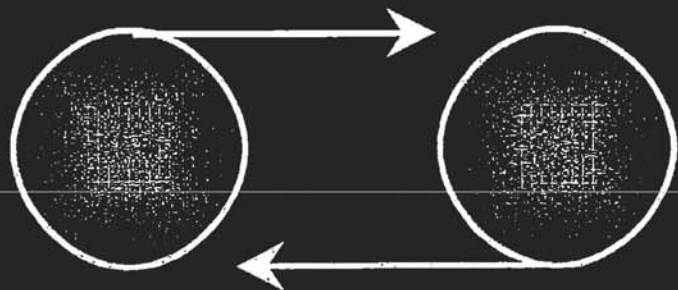


CONFIDENTIAL

KHE 052064

Establish Position

Dependency



Interdependency



CONFIDENTIAL

KHE 052065

Phone Call Agenda

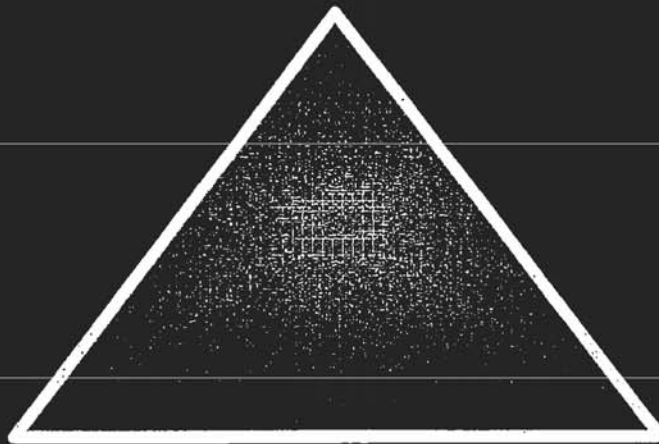
- **Positive Contact**
Acknowledge Student
Capability Statement
Purpose/Format
 - Establish Trust, Credibility
and Rapport
- **Exploratory Process**
Gap Analysis/Needs
Questions to identify GAP
Support System
 - Use LAER
 - Create an Interdependent
Relationship
- **Presentation Process**
Close/Set the Appointment
Directions
Wrap up
 - "Odds Are"
 - Student Orientations



CONFIDENTIAL

KHE 052066

STEP ONE-Positive Contact



Attitude – Energy – Appearance
Creates Position



CONFIDENTIAL

KHE 052067

DPA Appointment Information Sheet

Hi Kim, My name is Lisa, and I'm an Admissions Representative for Kaplan College. I understand you are interested in our Medical Assisting program...let me start by just gathering some basic information from you...

Appointment Information

Contact Information	Entered in CampusVue? Check to confirm	First Call Agenda
Name	<input type="checkbox"/>	<input type="checkbox"/> Contact Center <input type="checkbox"/> Call Center <input type="checkbox"/> Call Center <input type="checkbox"/> Call Center <input type="checkbox"/> Call Center <input type="checkbox"/> Call Center <input type="checkbox"/> Call Center <input type="checkbox"/> Call Center <input type="checkbox"/> Call Center <input type="checkbox"/> Call Center
Mailing Address	<input type="checkbox"/>	
City, State, Postal Code	<input type="checkbox"/>	
Home Phone	<input type="checkbox"/>	
Business Phone	<input type="checkbox"/>	
Mobile Phone	<input type="checkbox"/>	
E-mail Address	<input type="checkbox"/>	
Emergency Contact	<input type="checkbox"/>	
Meeting Day	<input type="checkbox"/>	
Meeting Time	<input type="checkbox"/>	

Tell Me More About...

What information are you looking for?

If appointment not set, reason(s) and next steps

Student Information/Facts

Support System

Great, thank you so much...so Kim, tell me, what sparked your interest in the Medical Assisting field?



CONFIDENTIAL

KHE 052068

STEP TWO-Exploratory Process

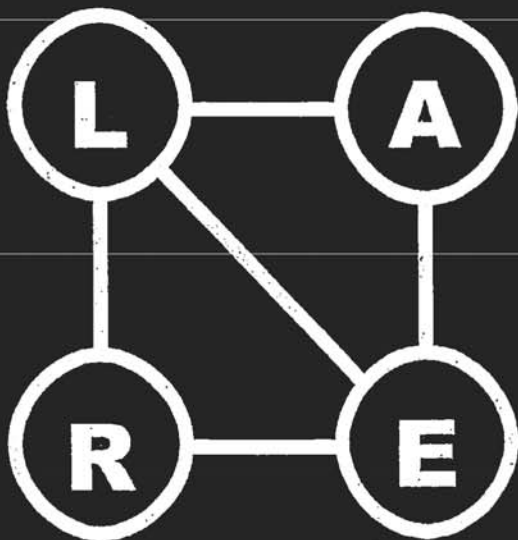
Establish the GAP –The need to visit the school



CONFIDENTIAL

KHE 052069

LAER The Bonding Process



- Listen
- Acknowledge
- Explore
- Respond



CONFIDENTIAL

KHE 052070

Using LAER During The Phone Call

LAER helps to:

- Create a bond
- Handle questions without coming right out and giving them the answers

Use it also to:

- Engage
- Calm
- Confirm understanding
- Handle resistance



CONFIDENTIAL

KHE 052071

DPA Appointment Information Sheet

Appointment Information	
Contact Information	First Call Agenda
<input type="checkbox"/> Name <input type="checkbox"/> Mailing Address <input type="checkbox"/> City, State, Postal Code <input type="checkbox"/> Home Phone <input type="checkbox"/> Alternate Phone <input type="checkbox"/> Work Phone <input type="checkbox"/> E-mail Address <input type="checkbox"/> Program of Interest <input type="checkbox"/> Meeting Date <input type="checkbox"/> Meeting Time	<input type="checkbox"/> Enter the name of the school you are interested in <input type="checkbox"/> Enter the name of the program you are interested in <input type="checkbox"/> Enter the name of the school you are interested in <input type="checkbox"/> Enter the name of the program you are interested in <input type="checkbox"/> Enter the name of the school you are interested in <input type="checkbox"/> Enter the name of the program you are interested in
Tell Me More About...	Student Information/Facts
What information are you looking for? If appointment not set, reason(s) and next steps:	Support System

- What made you pick up the phone and call us today?
- Have you been thinking about going back to school for a while? How long would you say you have been thinking about it?
- Have you given any thought to what is important to you in a school?
- What types of things are you looking for in a school?



CONFIDENTIAL

KHE 052072

DPA Appointment Information Sheet

Appointment Information

Contact Information	Entered in Computer? Check to confirm	First Call Agenda
Name	<input type="checkbox"/>	<input type="checkbox"/> Unemployed/College <input type="checkbox"/> Part-time <input type="checkbox"/> Full-time <input type="checkbox"/> Transfer from another school <input type="checkbox"/> Transfer from another program <input type="checkbox"/> Transfer from another institution <input type="checkbox"/> Transfer from another country <input type="checkbox"/> Transfer from another state <input type="checkbox"/> Transfer from another city <input type="checkbox"/> Transfer from another country
Mailing Address	<input type="checkbox"/>	
City, State, Postal Code	<input type="checkbox"/>	
Home Phone	<input type="checkbox"/>	
Alternate Phone	<input type="checkbox"/>	
Mobile Phone	<input type="checkbox"/>	
E-mail Address	<input type="checkbox"/>	
Preferred Not Contacted	<input type="checkbox"/>	
Shipping Day	<input type="checkbox"/>	
Shipping Date	<input type="checkbox"/>	

Tell Me More About...

What information are you looking for?

If appointment not set, reasons(s) and next steps:

Student Information/Facts

Support System

- Tell me a little about you and what's going on in your life.
- What are you looking to change by going to school? What are your goals?
- Do you enjoy what you are doing for work? Why or why not?
- Tell me a little bit about your current schedule.
- What type of things have you done in the past? (can lead into work, school etc)
- (if unemployed) What are you finding as you look for a job? (qualifications)
- What are you looking for in a new career?
- In addition to making more money, what else is important with your career?



Exploratory Process

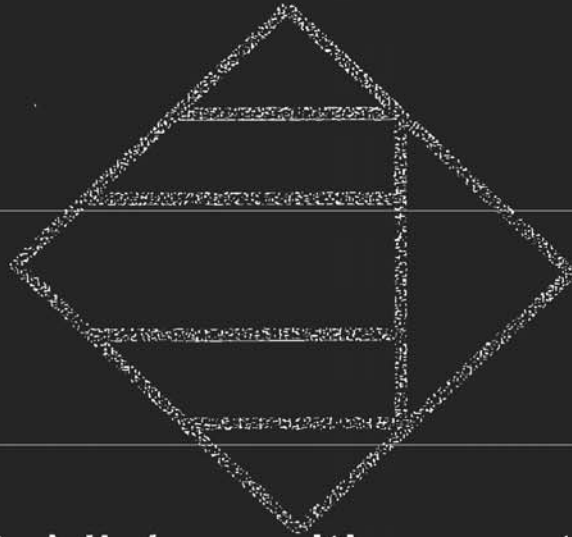
- Find out what has recently happened in the student's life that is driving their need to get an education
- Questions to find the first call GAP should focus on their current situation
- For motivation to visit your school, an information GAP must exist
- The individual must "realize" that there is a NEED to visit your campus
- Focus on the decision-making information that prospective students can only get by visiting the school



CONFIDENTIAL

KHE 052075

STEP THREE - Presentation Process - Setting the Appointment



- Re-establish positive contact
- Outline benefits
- Ask for commitment to action



CONFIDENTIAL

KHE 052076

Presentation Process

I think I can help you...

I'm so glad we had an opportunity to talk about this...

And that a visit to the school is often the best way to get all of your questions answered

And it gives us an opportunity to see if Kaplan is a good fit for you

How about today at 4?

What I would like to do is set aside some time where we can get together and talk about what we have to offer.

How does that sound?



CONFIDENTIAL

KHE 052077

Presentation Process-The Close

Guidance

“Based on what we’ve talked about, I suggest we meet tomorrow at 10:00 a.m. to discuss how we can help get your future started.”

Choice

“Would you prefer to meet in the morning or the afternoon?”

Next Step

“Since you need to discuss the best time to visit the school with your husband, let’s decide on our next steps.”



CONFIDENTIAL

KHE 052078

Presentation Process-The Close

- Is there anything else that I can prepare for our meeting? (Agenda card)
- Confirm the potential student knows how to get to location - be specific when giving directions
- Make sure they have your phone number...remind them to call if "running late"
- Look forward to seeing you at...(confirm date and time here)
- Feel free to bring a friend/relative



CONFIDENTIAL

KHE 052079

Successful Phone Tips

- Establish an Interdependent Relationship
- Remember who our student is...procrastination is human nature
- Treat each person as an individual...that is why there is no set script for this phone process!
- Take great notes!
- LAER to find the GAP
- SMILE

CONFIDENTIAL

KHE 052080

Successful Phone Tips

- Be an active listener
- Focus on the appointment, not the education
- Set the appointment on the quarter hour
- Leave a message*
- Keep it short, no more than 8 minutes, but longer than...

CONFIDENTIAL

KHE 052081

Components of a Good Message

- Speak to the person
- State your name and school
- Why you are calling
- Keep calling until you can get them the information they are looking for
- State name and school again
- Leave call back number
- Looking forward to hearing from them



CONFIDENTIAL

KHE 052082

Objectives

- Understand this is a sales call
- Distinguish the differences and similarities between the “old” process and the “new” process
- Show awareness of the students odds are
- Determine the differences of the three types of relationships
- Identify and apply the three steps of the phone call agenda
- Apply the phone tips to each and every call



CONFIDENTIAL

KHE 052083

Role Play Activity

- 5 minute role-play
- Assume making an outbound call to a new lead
- If there is time, switch roles

CONFIDENTIAL

KHE 052084



Thank You!

Now go out and set appointments
that show!



CONFIDENTIAL

KHE 052085