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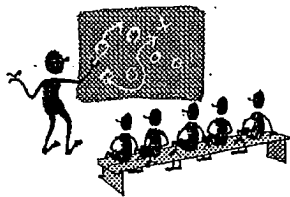


Admissions Coaching: Six  
Components of A Conversation:  
Outcome Based Selling

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# ADMISSIONS COACHING AND A.C.T.I.O.N.

**Key Point:** *Coaching is a communication process that focuses on helping an individual to accomplish those things that are truly important to him or her and to positively influence the person's development.*



When a person understands and uses effective communication skills, he or she is prepared for **coaching**.

Coaching is a communication process designed to generate a positive influence in the motivation, decision-making and performance of a person. It shadows and acts synergistically with the normal decision-making process of individuals.

Coaching utilizes a supportive environment that encourages development of critical thinking and decision-making skills, ideas, and behaviors that center on what truly motivates a person. It embodies empowering a person to achieve their needs and dreams, while constructively dealing with their fears.

## **Coaxing vs. Coaching**

Have you ever tried to coax someone into doing something you wanted or thought they needed? How successful were you?

The reason coaxing is often not effective is because it is a "controlling" behavior.

Coaxing is the "polar opposite" of coaching; *manipulative* versus *empowering*.

Coaching seeks change and improvement by stimulating conversion on the part of the person being coached, rather than just pressuring for change.

## Process Based Selling vs. Outcome Based Selling

In admissions selling, or recruiting, it is typically believed that an advisor needs to "tell" the facts of education and all about Kaplan University. While *telling things* about Kaplan and how a prospect becomes a "student" is important, it is those very things that disengage the prospect at the very beginning of a call. This is called process based selling and the use of *process based words or phrases* is potentially dangerous and may decrease the number of prospects that will move forward with the entire interview. Examples of process based words are:

- Program
- Responding to your request for information
- Degree, diploma
- Application
- Right school
- Online classes
- Informal interview
- Tuition deposit
- Enrollment paperwork
- Etc.

Some, if not many, prospects will suddenly discover little time to talk with you for a few minutes let alone follow along through an entire interview with this approach. Again, it is not a *wrong approach*; perhaps it is just less right when attempting to build a relationship with your prospect. Following is an example of a process based opening.

**Process Oriented** Admissions Employee **provided this example):**

Hello (**First Name**) this is (**First Name**) calling from Kaplan University's [**Department**]. Thank you for your interest in Kaplan University. I just want to let you know, that this call may be monitored or recorded for quality purposes. I am responding to your request for information about the \_\_\_\_\_ program/certificate/degree. Why are you interested in the program? How will earning the degree change your life? Have you ever taken online classes before? Why are you interested in online courses? The objective of our call today is to answer your questions and to help determine if Kaplan's online program is a good fit for you.

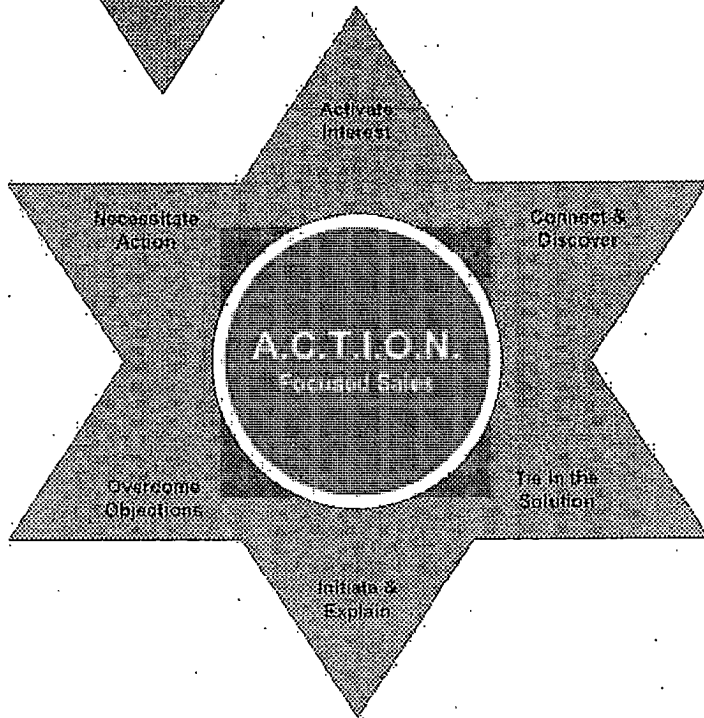
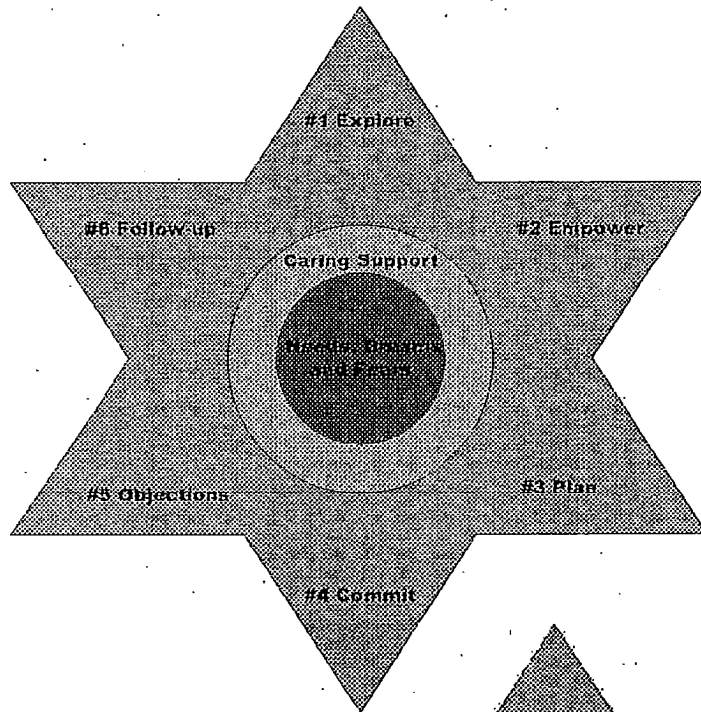
- The first step is to have an informal interview, which is what we are doing today. This will allow us to get to know each other and allow you to become more familiar with Kaplan. If we determine together that Kaplan is the right school for you and if you **ARE** recommended to move forward, the next steps of the Admission's Process are:
  - The submission of the KU application, for which there is no fee.
  - A Funding Plan created for you.
  - A Tuition Deposit
  - Enrollment Paperwork

A better approach is to use **Outcome Based Selling** utilizing outcome based words and phrases. In this approach, we are focusing on the prospect and his or her goals rather than the what he or she must do to achieve those. When this approach is utilized, the prospect feels more engaged feeling the helping hand of the advisor rather than a pushy telemarketer or sales person. The goal of this approach is to engage the prospect in conversation about himself or herself quickly. Once the prospect is engaged, a relationship is formed between advisor (coach) and prospect (student), trust is a positive factor and the prospect will provide valuable information about needs, dreams and fears. Once the prospect sees the value of the conversation, the rest of the interview naturally occurs.

There are sample outcome based scripts later in this paper.

- Career
- Congratulations
- Thank you
- New direction
- Life change
- Tell me about YOU
- First step in changing your life
- Future
- Etc.

# ADMISSIONS COACHING AND A.C.T.I.O.N. PROGRESSIVE STEPS TO SUCCESS

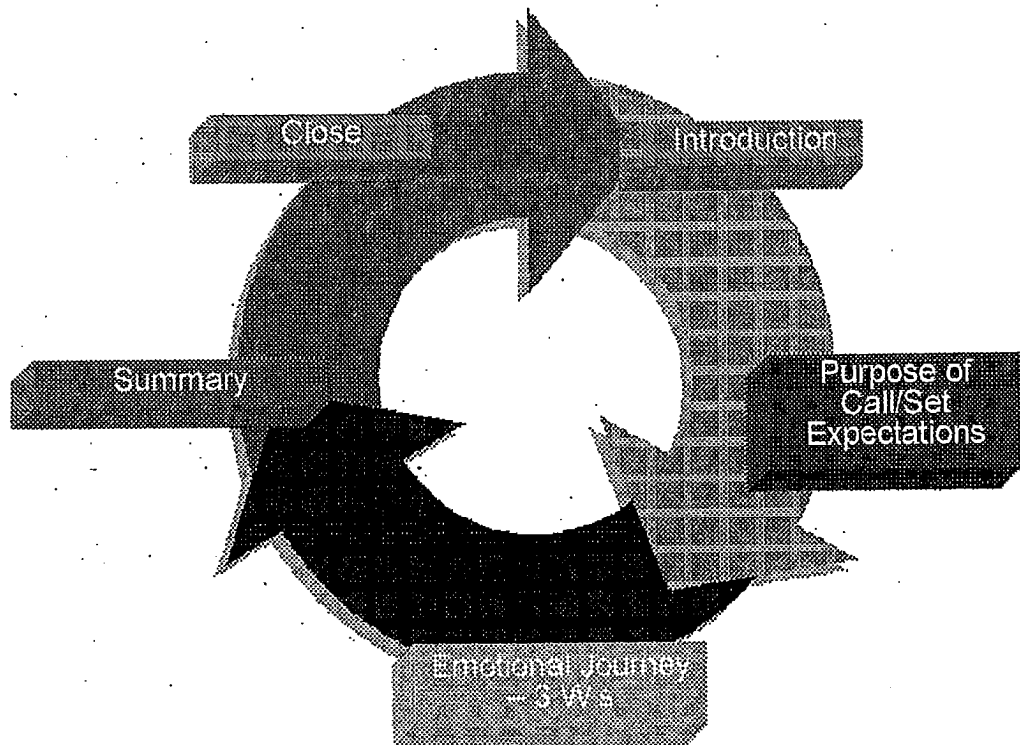


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# Outcome Based Phone Conversation

## Components of a Phone Conversation – Six Step Coaching Call



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Admissions Coaching and A.C.T.I.O.N Model Correlation



SCRIPT 1:

**Advisor (Admissions Coach):** "Hello, may I speak with \_\_\_\_\_?"

**Prospect:** "This is \_\_\_\_\_."

Or

**Advisor (Admissions Coach):** "Hello, this is \_\_\_\_\_ from the admissions department at Kaplan University. May I speak with \_\_\_\_\_?"

**Advisor (Admissions Coach):** "Hello \_\_\_\_\_. I am so happy to find you at home. The reason for my call today is to say thank you for your interest in Kaplan University. Please understand that this call may be recorded or monitored for training and quality purposes. Also, **congratulations** for taking the first step towards **your new career.**"



*Pause briefly, giving the prospect time to respond.*

**Prospect:** "Oh, Okay."

**Advisor (Admissions Coach):** "\_\_\_\_\_, The best way for me to provide you with information about the career you have chosen and understand your career goals is to take a few minutes of your time today to find out more about you, what your goals and interests are and how I can help you achieve what you these. This way I can be confident that I will get you the right information."

Or

"I am really glad you are interested in changing your life. I'm sure that I can assist you. You seem to have given this a lot of thought and it appears that you may be headed in the right direction. I'd like to make a suggestion that I think would be very helpful to you in determining what steps you should take. We often discover that once a person finds out firsthand exactly what's involved in a particular field or the type of positions available to qualified individuals, they decide that it's just not for them. So what I'd like to do is take some time today to get to know you and what your personal and profession career goals mean to you. It'll give me an opportunity to better evaluate your background and suitability and at the same time I can answer all the questions I know you'll have. This way we can determine if this really is the right direction for you to take.




We'll both have all the information we need to make an intelligent and well-informed decision about your future. Does that make sense to you?"

*Pause briefly to allow the prospect to respond. If no response, assume it is OK and move on.*

**Prospect:** "Okay."

*This is where the **Three W's (Explore/Connect and Discover)** are used. Where are you today? Where were you yesterday? Where do you see yourself tomorrow?*

**Advisor (Admissions Coach):** "\_\_\_\_\_, I understand that you have a strong interest in a \_\_\_\_\_ career. Are you working in that field now?" *If so* – "What specifically do you do and how do you like it?" *If not* – "What are you doing now? Where do you work? How do you like it? Tell me about your current situation." OR, "Tell me about you; tell me what is going on in your life that made you decide that it was time to move forward and go after your dreams (another term: GOALS)."



*The focus in this conversation is to create an atmosphere of trust that will encourage the sharing of information and get you the specific information you need to help the prospect. It is important to get the prospect to relax.*



**SCRIPT 2:**

**Advisor (Admissions Coach):** "Good morning Mary, my name is Sam Jones in the admissions department at Kaplan University. Please be advised that this call may be recorded and monitored for training and quality purposes. I understand that you are interested in a career in the \_\_\_\_\_ field. Congratulations! This is great news!

"I am sure that I can assist you with your career goals and to best help you, I need to find out a bit more about you and your goals. It would be helpful if I could borrow some of your time today to find out what you dream about when you think of changing or starting a new career. This will help me understand what you are seeking to change and allow me to provide more clear direction on how you can accomplish your goals.

*Pause briefly, giving the prospect time to respond.*





*PROBING QUESTIONS and the 3 W'S. It is important to engage your prospect in a brief conversation about:*

- *where she is today*
- *what she was doing previously*
- *where she sees herself in the future*

*Without interrogating, attempt to determine the "hot button" that motivates your prospect. This must be understood to secure the appointment.*

**Advisor (Admissions Coach):** "How long have you been considering a career in the \_\_\_\_\_ field? What is it about the \_\_\_\_\_ field that makes you believe this would be a good fit for you? Do you have friends or relatives who are working in this field?"

**Advisor (Admissions Coach):** "Mary, what are you doing now in terms of work? Are you currently employed? Have you worked in this area for some time or have you done other things?"

*Using open-ended questions, determine work hours, including whether or not they like their job and a general sense of the prospect's current situation.*

**Advisor (Admissions Coach):** "Mary, tell me a little bit about yourself besides your job. Is your family supportive of your decision to make a career change and follow your dream?"

*NOTE: Mary will tell you many things without direct questioning about age, marital status, etc.*

*TRANSITION STATEMENT: It is important that Mary understand that you are listening to her and have her goals in mind. This will give her courage to continuing this conversation and not disengaging. To accomplish this, you should summarize what she has told you and ask her to confirm or deny the information.*

**Advisor (Admissions Coach):** "Mary, it sounds to me that you have decided that you are just not where you feel you deserve to be and would like to accomplish more. Is that how you feel? Correct me if I am wrong."

*Summarize quickly and ask her to confirm.*



**Advisor (Admissions Coach):** "OK Mary, if there were no roadblocks in your way and you were able to make your dreams come true, what type of career do you see yourself working in? What is different in your dream future than in your current situation?"

*"WHAT'S IN IT FOR ME?" STATEMENT. It is important that the prospect understand the WIFM of staying engaged with you... "What's In It for Me" to continue with this conversation? The statistics improve greatly for enrolling when Mary understands that you are interested in her success and an interview with you will set her on the path to realizing her goals.*

**Advisor (Admissions Coach):** "Mary, it sounds like you are very committed to becoming all that you want to be and I commend you for that. You have chosen a great career path that will allow you to grow both personally and professionally. It sounds like you need to get all the information you can on how to achieve this goal. I would recommend that we move forward with this conversation today so that I can provide you with the information you need. Together, we can determine the best career path for you and I can provide you with the steps on how to get there. I will make certain that you have all the information you need to make a great decision about your future.



**SAMPLE OPENINGS TO JUMP START THE CONVERSATION AND BEGIN PEELING THE LAYERS OF THE ARTICHOKE TO EXPOSE THE HEART.**

From  :

This is (Advisor's first and last name) calling from Kaplan University's Admissions department. I do need to let you know that this call may be monitored or recorded for quality purposes. The reason for my call is to first congratulate you on taking the step forward to pursue your goals and then secondly to thank-you for your interest in Kaplan University. As your advisor, my role is to find out about you, learn about your goals, and see what Kaplan University, and I, can do to support you in achieving those goals.

**From Lightpoint Learning:**

Hello, this is \_\_\_\_\_ calling from Kaplan University's Admissions department. How are you today?" *Respond briefly.* "Terrific and, by the way, this call may be monitored or recorded for quality purposes. I am so happy I reached you at home. The reason for my call today is to thank you for your interest in partnering with Kaplan University to achieve your personal and professional career goals. Congratulations on having an interest in the \_\_\_\_\_ field and having the courage to go after and reach your goals. The best way for me to help you do that and provide you with the right kind of guidance is to take some time today to find out more about YOU and your GOALS. Ok? Ok, then tell me about yourself. Tell me about you current job situation and what is happening in your life that made YOU DECIDE it was absolutely the right time to make a positive change?

From  :

"Hi \_\_\_\_\_. This is \_\_\_\_\_. I'm an admissions advisor in the admissions department at Kaplan University where all calls may be monitored for quality purposes. \_\_\_\_\_, thank you for your interest in Kaplan and congratulations on taking an important first step toward a better future! \_\_\_\_\_, I would like to invest in a few minutes of your time to find out more about your interests, dreams, goals, and most importantly, about you! So, tell me about \_\_\_\_\_ (student's name)!"

"Hi \_\_\_\_\_. This is \_\_\_\_\_. I'm an admissions advisor in the admissions department at Kaplan University. I want to inform you that our call could be monitored and recorded for quality purposes. \_\_\_\_\_, I'm calling you as a service and to thank you for reaching out to Kaplan. By the way, congratulations on the decision to change your path in life! \_\_\_\_\_, the best way for me to help you today is to find out a little bit about your goals and how I and Kaplan can help you achieve them. So tell me ALL about you and your future plans!!!!!"

From **School** :

"Hello, is this \_\_\_\_\_? (Name), this is **School** calling from Kaplan University's Admissions Department. How are things going with you today? (Pause for answer). (Name), I do need to tell you that this call may be monitored or recorded for training purposes. Let me start by saying Congratulations to you for taking the first step in a new career path! I am excited to hear about that career dream and the best way to do that is to spend some time with you today so I, and Kaplan, can partner with you to succeed in achieving it."

"Hello, is this \_\_\_\_\_? (Name), this is **School** calling from Kaplan University's Admissions Department. How are things going with you today? (Pause for answer). (Name), I do need to tell you that this call may be monitored or recorded for training purposes. I have information in front of me that indicates that you are interested in pursuing a new career direction. That's very exciting! I'd like to take a few minutes of your time to help you in that journey and the best way to accomplish that is for you to tell me about what your new career direction and why it is important to you."

"Hello, is this \_\_\_\_\_? (Name), this is **School** calling from Kaplan University's Admissions Department. How are things in your world today? (Pause for answer). (Name), I do need to tell you that this call may be monitored or recorded for training purposes. I see that you have taken the first step in pursuing a career change – good for you. Way to go – that is the hardest step – to decide you want and deserve something more. I am very proud of you. The next step is mine – to help you achieve your goals. Let me ask you questions about what you are looking for in a career...."




## Summary

The goal is to empower the prospect to take the next step and truly change his or her life. Advisors cannot coerce prospects to become students. With the right approach, advisors can provide a safe platform for them to open up and talk about themselves, their lives and what their needs, dreams and goals are for themselves and their families. Prospects become empowered when they "own" the reasons for change. They cannot own it if they are not allowed to tell their story.

Do less "telling" about Kaplan in the beginning, let the prospect "tell" you the "why" behind the need to go to school, or make a change, and the conversation takes a more productive turn into a great conversation that results in a positive life choice for the prospect.



Peel back the leaves of the artichoke one layer at a time and....



Uncover what's in the heart of the prospect.