

## OVERCOMING OBJECTIONS

### FORMULA FOR OVERCOMING OBJECTIONS

❖ Stop and Listen Carefully

❖ Rephrase the objection

❖ Agree or acknowledge

❖ Empathize

❖ Ask Questions

❖ Custom Tailor Benefits

❖ Gain Agreement

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## OVERCOMING OBJECTIONS

- ❖ A large part of the Admissions Advisor's job is to overcome the student's fears.
- ❖ Defensiveness = Fear of failure, the unknown, or cost.
- ❖ Disarm fear up front.
- ❖ Don't take "No" at face value. Throw in additional questions. It could help you build rapport with the more serious students.

### PRE-ENROLLMENT OBJECTIONS

#### Student

TIME - I can't speak right now.

#### Admissions Advisor

Lack of Time - Is lack of time the reason that you are researching online universities? Lack of time is a typical issue for our students. That's why they contact us.

Regrets - How long have you been thinking about going back to school? Have you ever regretted not going back to school? Are you willing to make the time now to get your education?

Concern - I'm concerned. If you can't find the time for our conversation, how will you find the time to study?

Plan - Online education isn't for everyone. Although it's online, study time and deadlines are critical. How did you plan on fitting study time into your schedule?

Never attaining education - Since we're discussing time, did you know that every day you put off going to school increases the likelihood that you will never attain your college education.

HINT: Your time is as valuable as the student's time. If you must set an appointment, give the student options according to your schedule as well as his/her schedule.

(1)

Student

TIME - How long will this interview take?

Admissions Advisor

Depends ... - That depends on how many questions you have.

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Student

CATALOG - I just wanted a catalog.

Admissions Advisor

Customized guidance - I'm calling to find out what program you are interested in and to share information that will help you make a well-informed decision. The brochure does not customize what's applicable to you.

Information tailored to you - It's a good thing my help is free because the catalog is over 100 pages! It's my job to help figure out what part of the catalog makes sense to you. In order to do that, I'll need to ask you a few questions.

Internet access - Can you access the Internet while we are speaking? You can view the catalog online during our discussion. Since we're an online college, much of the information is online.

Complete KU information - I'm your best source of complete KU information.

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Student

MONEY - The tuition is too expensive.

Admissions Advisor

Future financial dividends - Can you tell me why you feel that way? Are you willing to make an investment in your future that will bring you dividends? Tell me how many years you think you will be working. Are you comfortable with the money that you are earning now? How much additional income do you think you will earn over those years as result of having a degree?

Financial aid - Are you aware that because we are a regionally accredited University, we have financial aid. Financial aid is not credit-based. It's need-based. Does that help ease some of your concerns?

(2)

Tuition comparisons – Have you compared our tuition to other colleges? We are one of the lowest priced private online accredited institutions.

No additional fees – Are you aware that we do not charge a fee for registration and graduation? Most importantly, our instructional materials are included in the cost of the tuition.

Is online right for you? – It's premature to discuss the cost of the program until we have determined what program is appropriate and if online learning is right for you. At the end of our conversation, you and I will both know if the benefits outweigh the cost of online education.

Campus vs. online – If you are considering a campus-based college, have you factored in the cost of travel, child care, time ..... ?

Actual cost – Our tuition is \$305.00 per credit hour. Our conversation today will allow us to figure out the appropriate program and discuss financial aid. That combined with your transfer credits will help determine the actual cost.

HINT: Establish value by asking questions before spending a great deal of time discussing cost. Regain control of the call by giving the student the cost per credit and then move into the interview.

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Student

ONLINE - I'm not sure online education is right for me.

Admissions Advisor

Not for everyone – Online education isn't for everyone.

Are you a good candidate? – Our conversation today will help us determine if online education is right for you and if you are a good candidate for Kaplan.

Is a residential campus an option? – Is attending a residential campus an option for you?

(3)

Why are you seeking online? What led you to seek out online education?

Access to professors.....? – Are you concerned about access to the professors or getting help?

HINT: Discuss online office hours, tutors, student services and academic advising. The students are most likely fearful of a lack of support.

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Student

SPOUSE - I have to discuss this with my spouse.

Admissions Advisor

Support? – I certainly respect that. Do you believe that he/she will be supportive?

I can speak to him/her – Let's find out if online learning is right for you and then you can share the information with your spouse. I would also be happy to speak to with her/him. How does that sound?

Does your spouse have a degree? – (If “yes”) So now it's your turn to earn your degree! (If “no”) Perhaps he/she is interested in finding out about our program and you could share the experience together. What would the benefit be to your spouse? What will he/she say about this?

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Student

COMPETITION - I'm researching other schools.

Admissions Advisor

Make a well-informed decision – That's great! You should do your research. By answering your questions about Kaplan University you will be prepared to make a well-informed decision.

HINT: When you speak to the student, you may want to ask if books are included in the tuition, whether the other college has student advisors, whether the professors have online office hours and if their seminars are “synchronous” or “asynchronous.”

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**OTHER HINTS:**

**Stay in control** - Be the school official and stay in control by asking questions.

**Is KC right for you and vice versa?** - Explain that your conversation will help determine if online education is right for the student and vice versa. Until you know that, the cost, the length of the program, start dates, etc. are all irrelevant.

**Create rapport .....** - Create rapport by getting the student to talk about him/herself. Ensure the student that as an admissions advisor, you must be sure that he/she is not only going to enroll, but complete the program and graduate.

**Check your attitude** - Stay upbeat, be patient and listen more than you speak.

**Address fears** - Many objections are due to fear. You might say, "Some of my applicants have told me that they are stressed out about returning to school. Is that the case for you?"

**Assume the "student" is answering the phone** - Assume that you are speaking to the applicant when he/she answers the phone. Don't ask if it is him/her.



Student

TECHNOLOGY - I don't feel comfortable with online education because of the technology or the inability to communicate face-to-face with the instructor.

OR

I am feeling confused and overwhelmed. After being out of school for so many years, I no longer feel that online schooling is suited for me.

Admissions Advisor

Learning Curve – Like anything new, you will experience a learning curve. Try to be patient with yourself. Student Services is available to walk you through any of Kaplan's online platforms.

Assistance from Professors - Professors are available through I-mail anytime and on AIM during their office hours.

Online vs. Traditional Education - Why did you choose an online school instead of a traditional school when you enrolled? There are pros and cons to each of these educational choices. It sounds like the reason you chose online education is for the conveniences that only an online education can give you. We all make sacrifices to get where we want to be. You have to weigh your options.

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Student

TIME - I received my books late and feel that I'm too far behind in my classes.

Admissions Advisor

Assignment deadlines - There are other students just adding classes now that will probably be in the same boat. Bear in mind that your assignments are not due until Sunday at 11:59 PM (EST).

Assistance from Professors - Most professors are understanding and they may be able to help create a plan with you to help you catch up and be successful. Please I-mail your professors and let them know about your situation. Professors have the power to grant you an extension on your lessons.

(7)



Assistance from Student Services - If you have not gotten your books yet, can I transfer you to Student Services to track them or to inform you if your class does require additional instructional materials?

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Student

TIME – My relative is sick/dying or has just died and I have to tend to that situation.

Admissions Advisor

Assistance from Professors – I am sorry to hear it. Most professors are understanding and they may be able to help create a plan with you to help you stay in classes.

Please I-mail your professors and let them know about your situation. Professors have the power to grant you an extension on your lessons so you can tend to your needs.

First week of class - The first week of class is usually the least intense week. You may be able to make up the work.

“Reading” week - Also, keep in mind that the 5<sup>th</sup> week is entitled “Reading Week.” It’s a week without additional assignments to allow you time to review and catch up.

“Drop/Add” week option - During “Drop/Add” week (the first week of classes), you can take the student out of a time-consuming class and put him/her into a less time-consuming class.

Without financial aid – As a last resort, if the student does not need financial aid, you can drop one class and keep one class.

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Student

TIME – I was just given different job responsibilities/a new job, and will have to work too many hours. I feel I won’t have time for school.

(8)

**Admissions Advisor**

**“Drop/Add” week option** - During “Drop/Add” week (the first week of classes), you can take the student out of a time-consuming class and put him/her into a less time-consuming class. If the student does not need financial aid, you can drop one class and keep one class.

**Acknowledgement** – “Congratulations on your new position at work!”

**Assistance from Professors** - Explain your situation to your professors by I-mail. They may be able to create a plan with you to help you stay in classes. Professors have the power to grant you an extension.

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**Student**

**TIME – I feel like I need to give more time to my family due to my child’s situation, taking care of sick relative, my new marriage, etc.**

OR

**I just moved or I am in the process of moving and don’t have the time for school at the moment.**

**Admissions Advisor**

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**Student**

**TIME – I feel like I’m too far behind with my lessons due to work, children, illness, a hospital visit .....**

(9)

Admissions Advisor

Assistance from Professors - I hear that you are feeling overwhelmed. Most professors are understanding and they may be able to create a plan with you to help you stay in classes.

Please I-mail your instructors and let them know about your situation. Instructors have the power to grant you an extension on your lessons so you can tend to your needs.

First week of class - The first week of class is usually the least intense week. You may be able to make up the work.

Assignment strategy - Attack your assignments strategically. Refer to your course syllabus on the message board to learn how much each assignment is worth. Sometimes it is better to complete the assignments with the higher points first. If you have time for the small ones, do those last, so your overall grade will not decrease as much for any possible missed assignments.

Although you may want to earn an "A" in your class, keep in mind that this is just one week in one class. Bear in mind your circumstances at this time.

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Student

(10)

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**Student**

**TIME - I was just laid off from work and won't be able to go to school and search for a job at the same time.**

**Admissions Advisor**

**Assistance from Professors** - Are you utilizing the course office hours to have your professor address your questions?

**Study Partner** - Have you found a study partner from your class? You can I-mail any of your classmates or use the message board to form an online or telephone study group.

**Tutoring** - You can talk to your Academic Advisor about our tutoring program.

(12)

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**Student**

**ACCESS – I'm having trouble getting on to the Internet due to moving, the phone bill not paid, weather, broken computer, .....**

**Admissions Advisor**

**Computer options** - Is it possible to log into another computer at a local library, work or the home of a neighbor/friend/relative? When do you think your internet will be functioning?

**Assistance from Professors** – I can e-mail your Professors to make them aware of your situation. Perhaps you can be granted an extension on your missed work. As soon as you are back online, I-mail them too. Usually, they are understanding and will work with you.