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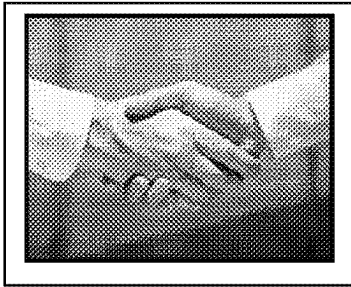
Military eLearning Modules



2009

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A.C.T.I.O.N. Focused Sales



OVERVIEW

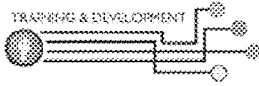
This module will present the A.C.T.I.O.N. sales model, Outcome Based v Process Based Selling and Questioning and Listening techniques. You will be able to relate each component of this module to the script Kaplan University Admissions Advisors use for interviewing prospective students.

LEARNING OBJECTIVES

- Define and demonstrate (through role play) each step in the A.C.T.I.O.N. model
- Differentiate between Outcome Based and Process Based Selling
- Utilize Outcome Based Selling language effectively
- Differentiate between Feature, Advantage and Benefit (FAB)
- Differentiate between Needs and Wants
- Utilize Open Ended Questioning and Active Listening techniques
- Utilize Fear, Uncertainty and Doubt (FUD) in the sales process
- Handle and overcome objections
- Utilize trial close techniques

KAPLAN UNIVERSITY A.C.T.I.O.N. FOCUSED SALES MODEL

- **ACTIVATE INTEREST (Introduction)**
 - Recognize, Acknowledge, Congratulate
 - Establish rapport and credibility
 - Ask effective questions
- **CONNECT AND DISCOVER**
 - Ask open ended questions
 - Dig for motivators
 - Establish needs and wants
 - Listen actively
- **TIE IN THE SOLUTION**
 - Satisfy needs and wants
 - Use Feature, Advantage, Benefit technique
 - Use Fear, Uncertainty, Doubt technique
 - Make the solution fit
- **INITIATE AND EXPLAIN THE PROCESS**
 - Recognize buying signals
 - Trial close
 - Outline next steps
- **OVERCOME OBJECTIONS**
 - Use LISTEN model
 - Use Outcome Based language

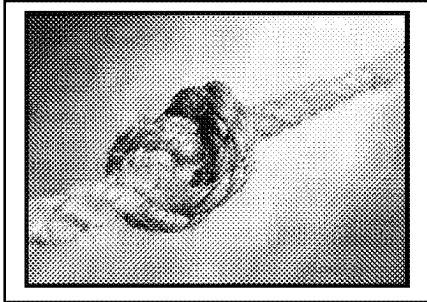


- Show empathy

Active listening involves taking note of key points that you can further explore, asking questions, investigating, digging deeper, resulting in longer, more meaningful conversations. For example, the prospect says she is worried about her financial position. The advisor might ask, "Do you think in a few years, when you decide you want to pursue an education, you will be in a better or worse financial position?"

Transition Statement

Confirm your understanding of what the student has told you. "So if I understand you correctly ..."
or "Let me summarize what I've heard."



TIE IN THE SOLUTION

How the Solution Fits

Listen for specific information about the prospective student's dissatisfaction with life as it is now, and tailor solutions specifically for him or her. Pique the prospect's interest and arouse enthusiasm!

Feature, Advantage, Benefit

- Feature **WHAT IT IS**
- Advantage **WHAT IT DOES**
- Benefit **WHAT IT DOES FOR ME**

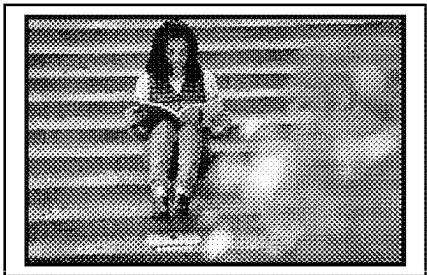
The Benefit is Important!

The features and advantages of individual schools can often look alike. The key is the **value**. The advisor must address the benefit each feature brings to the student. Not every feature has a benefit for every student. When showing benefits, choose the features that are meaningful and relevant. Presenting benefits paves the way to what the solution offers.

Fear, Uncertainty, Doubt

This technique was originally created within the computer hardware industry and uses these emotions to attempt to influence perceptions or beliefs. The technique is especially effective when prospects introduce the "need" to examine other online schools. Statements such as the following instill FUD regarding the "features" of competitors' programs.

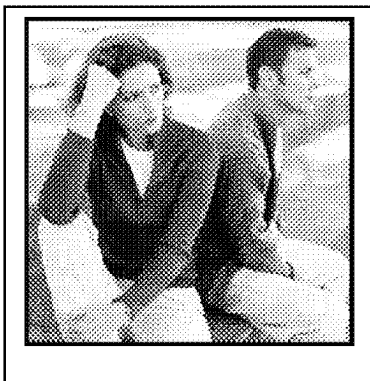
- Some schools are open enrollment. They accept anyone
- Accelerated programs are great if you're in a hurry, but is that really the best way to learn?
- Some schools require group projects where your grade depends on another's participation.



INITIATE AND EXPLAIN THE PROCESS

It is at this point in the ACTION sales model where the advisor closes the sale. An effective closer pays attention to buying signals, trial closes, outlines next steps and moves toward gaining commitment.

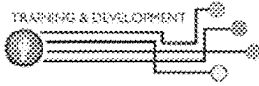
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OVERCOME OBJECTIONS

An objection is generally a reason or argument presented in opposition or a feeling or expression of disapproval. People usually object when they encounter:

- A misunderstanding
- Incorrect information
- Lack of information
- Fear or doubt
- Something which is keeping them from making a



commitment to move forward.

The Admission Advisor's role is to help prospective students overcome objections when making the decision to achieve their educational goals.

Types of Objections

As a general rule, objections fall under one of five categories:

- **TIME** I don't have time in my life to fit school into it.
- **MONEY** I can't afford the deposit, much less the tuition.
- **SUPPORT** My friends and family don't think I need to go back to school.
- **COMPETITION** XXX school is cheaper, faster, easier.
- **FEAR** I doubt that I'd be able to succeed.

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Expect Objections

- Objection management is an integral part of the advisor's job.
- Objections may happen during every step of the admissions process.
- Advisors encounter objections of varying kinds.
- Successful advisors are able to approach objections systematically.

Overcome Objections with Fundamental Skills

Listen Actively – to the student's objections and concerns.

Interpret the Objection – Repeat objection, then empathize. "I understand your concern about finding 20 hours a week to study."

Solve

Together - Jointly find a solution. Ask probing questions to divulge the true nature of the person's objection. "How do you spend your time?" "Can you walk me through a typical day?" "What are you willing to sacrifice to fulfill your dream? Get the student involved in overcoming his own objection.

Establish Buy-in – Gain the student's commitment. Ask reaffirming questions. "Which of these solutions would work best for you?" "Do you feel more comfortable now?" Move person forward. "Great, let's move on to the next step." Don't hesitate!

Next Step – Lead student to the next step with confidence.

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