



Overcoming Tuition Payment Objections

- *What is an objection?*

- An objection is a call for help.
- An objection is a request for more information.

The customer is really saying:

"I need more information to make this decision."

"I haven't been given a reason to understand what's in it for me."

Preparing for Objections

- To overcome an objection you must:

- Have the answers on hand
- Show the customer that you have his/her best interest in mind
- Be receptive and understanding toward the customer
- Listen to the customer's needs and know exactly what is the objection

Preparing for Objections-Continued

- To overcome an objection you must:
 - Rephrase the objection before answering it
 - Make sure the customer knows other students have experienced the same concerns
 - Recognize that the objection is a request for additional information

Preparing for Objections-Continued

- To overcome an objection you must:
 - Make a list of most common objections and solutions
 - Understand the customer's needs and desires
 - Sell the benefits of your school
 - Set up a strategy to handle the objections and practice

**Feel-Felt-Found
Method to Overcome Objections and
Building the Benefits**

- I understand how you feel
- Others have felt the same way
- They found the solution in our school

Example #1-Role Play

- Sally has a mortgage, car note, day care, utilities, and insurance to pay every month.
- She is barely making these payments and with the current lay offs occurring at her job, she is not sure how long she can continue to make them.
- When Sally decides that making \$100 per month tuition payments is not a good idea, given her current situation, use the feel, felt, found method to overcome her concerns.

Putting it to Use

- Sally, I understand how you feel about not wanting to make \$100 per month tuition payments.
- Many of our students felt the same way when they enrolled into the program.
- What they found, Sally, is this investment in their future was well worth any sacrifices they had to make such as finding ways to reduce utility costs or determine ways to obtain additional resources .
- Do you agree, that the benefits of getting an education to achieve a stable rewarding career outweigh the costs?
- Here at Kaplan College, we will gladly work with you to make it easier. How much do you think you could afford?

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Example #2-Role Play

- Mary is single but helps to support her elderly parents.
- She is concerned about a \$75 per month tuition payment because unexpected expenses occur because of her parents health condition.
- When Mary decides that she can't make the \$75 per month tuition payment, use the feel, felt, found method to overcome her objections.

Putting It To Use

- Mary, I understand how your feel about making a \$75 per month tuition payment to contribute to your education.
- Several students in similar situations as you felt the same way when they first committed to coming to school.
- After re-evaluating their budget and sacrificing a few things such as lowering food costs or asking for additional assistance from local community organizations, they found they were capable of making an even bigger contribution to their education. They realized that this was just not another monthly bill but instead an investment in their future.

Example #3-Role Play

- Bill is currently receiving unemployment.
- Bill is not sure he has additional funds to cover the \$50 per month tuition payments.
- When Bill decides that he can't make the \$50 per month tuition payment, use the feel, felt, found method to overcome his objections.

Putting It To Use

- Bill, I understand how you feel about not being able to afford the required monthly payment.
- Other students initially felt that very same way.
- However, they found that they only had to sacrifice things like watching cable TV, going out to movies, eating fast foods, and buying CDs or DVDs for a few months to be able to achieve the career they always wanted.
- Bill, what can you sacrifice for a few months to have job security, improved income, and the benefits you've always wanted?