

**Excerpts, selected by the HELP Committee, from a larger document**  
**produced by the company**



# Admissions Training

## Back to the Basics

# Enrollment Process

- Leads/Inquiries
  - Receive lead via Campus Vue
  - Call Lead within 24 hour period
    - Leave voicemail (time stamp), follow up for two days calling morning/afternoon/evening
    - Contact, persuade and convince
  - Email lead within 24 hour period
    - Use Welcome Email
    - Email from Student Master in Campus Vue
    - Follow up on a weekly basis

# Enrollment Process

- Mail lead within 3 business days
  - Send batch mails out once a month
  - Print labels from Campus Vue

# Call Strategies

- Familiarize yourself with the lead
  - Prepare for the call
- Attempt the call at various times throughout the day
- Confidence in knowledge about Vatterott programs and policies
- MAPS
  - Motivation, Admissibility, Payment, Start, Referrals

# Call Strategies

- New Lead
  - Leave an Effective Message – give them a reason to call you back
    - Hi, this is Kelly White, your Admissions Coordinator with Vatterott College. I received your request for information about our Medical Assisting program and I would love to answer any questions that you may have. My phone number is XXXXX and I can be reached between 8:00am and 6:00pm. I look forward to hearing from you and helping you on the path to your new career.
  - Ask for an alternative phone number or more appropriate time to call and DO IT

# Call Strategies

- Never ask if it is a good time to talk
- Never ask if they are still interested, they just requested the information
- Second Message
  - Hi \_\_\_\_\_, this is Kelly from Vatterott College trying to reach you again. I am concerned that you did not receive my first message and I really want to help you reach your career goal. I know you are excited about going back to school and I would love to help you see how Vatterott can assist you in earning your degree. I can be reached at XXXXXX from 8:00am to 6:00pm. I look forward to hearing from you.

# Call Strategies

- Third Message

– Hi \_\_\_\_\_, this is Kelly White, your Admissions Coordinator from Vatterott College. I know you had expressed an interest in our Medical Assisting program, however I haven't heard from you. Please let me know if this is still a goal of yours, so I don't keep leaving you messages. If you are still interested in reaching your career goals please give me a call at XXXXXXXX. I look forward to hearing from you.



# Daily Call Management

- 50 Calls Per Day – 2 calls per day for each new inquiry
  - Excellent Customer Service
- Set Goals for yourself
  - Calls/Contacts/Appointments/Enrollments
- Plan your Day

# Conversion Rate

- Goal of 15%
- Leads to Appointments
- Appointments to Enrollments
- Enrollments to Quality Enrollments

# Appointment Scheduling

- Personal Connection
- Appeal to the Motivating Factor
- Educate without offering total information
- Selling a Personal Investment
  - Benefits of an Education vs. the Disadvantages of a life without one
- Ask for the Appointment
- High Sense of Urgency

# Closing

- Reiterate the Benefits of an Education
- Benefits of Vatterott College
- Future Career Possibilities
- Student Capability and Commitment
- Persuade and Convince