

Appointment to Lead – What to look for

- Low Call Volume – **THIS IS HUGE.** Is it **REALLY** there? This is typically the area that could use the most improvement and is overlooked!
 - Scheduled phone time daily
 - Be amongst the team **OUT OF YOUR OFFICE** (2/3 of your day)
- Control
 - Is the AC asking the questions or is the prospect
 - Observe phone calls ZTRAC
- Sticking with the Basics – Don't give away the farm on the phone.
 - Phone script
 - Quick references the AC can refer to that are visible while on the phone
- Tone – Enthusiasm
 - If your AC isn't excited about what they're doing, the prospect won't be excited to come in and visit.
- Value of the meeting
 - Purpose and importance to the prospect and the AC. "What's in it for me?"
 - Sell the appointment not the school.
- Appointment has been sold between 3-6 minutes. If the rep has exceeded this time, they've lost control of the conversation and chances are they've given away the farm. Time it.
- **LEAD BY EXAMPLE** – Let the AC hear you set appointments and visa versa.

Show to Appointment (Interview) – How to improve

- Tone of previous call – does the student trust the AC and feel accountable and see the value of the meeting. Some AC's tend to make "friends" with prospects over the phone. Tone is very important as too much of it can also take the purpose of the call way off track. Smile when you dial.
- Expectations given in initial phone call
- Hot buttons uncovered and identified
- Buying Committee
- Trust is built along with accountability through sharing **expectations**
- Work Schedule known
- Motivation known

VAT-02-14-03821

- ❑ Interest known
- ❑ Student is aware of the value of the appointment – Check all this info occasionally upon completion of the call. **PROBE**
- ❑ Enough info was shared while control was maintained
- ❑ Potential student has written down directions and phone number and read them back to you before you hanging up
- ❑ Little things your AC should remember prior to hanging up that make the biggest difference.
 - “I’ll be waiting for you”
 - “I’m available today at _____ or _____ which would you prefer? Not, “When are you available to come in and see me?”
 - Appointment was set 15 mins before or after the hour
 - “You showing up for this appointment will be the first indicator as to how serious you are about changing your current situation and future career opportunities. This is the first step towards acceptance into our school. I’m setting aside time **SPECIFICALLY FOR YOU** today at 4:15 so it is very important you are here and on time for our meeting”. **DEMAND ENTIRE BUYING COMMITTEE**

Enrollment to Show – Insuring a decision is made

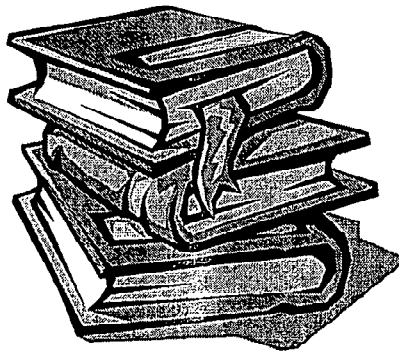
- Expectations of the interview and what the rep and prospect are both working towards is known. The prospect understands they **BOTH** are working towards a decision before they leave.
- As always, following the sales process and roll playing weekly with one another further insures it’s being done properly. Observe. **INSPECT WHAT YOU EXPECT.**
- Effective and exciting tours. Stopping stations... do they need help? Go on them weekly with your reps and see what could be improved.
- Identifying features of your school that are important to the prospect. Make sure they revisited on the tour. **INSPECT**
- Your reps should be selling the next start and next start only (unless the program of interest is not the next start). When AC’s don’t express the sense of urgency they tend to chase tail. No urgency = a large amount of b-backs and procrastinators, not to mention show rate issues. This goes back to the expectation of the interview meeting.
- **LEAD BY EXAMPLE** – Conduct the interview and also observe interviews.



VAT-02-14-03822

Enrollment to Quality Enrollment

- Buyer's remorse call. Was it made and did you contact the student to congratulate them? proper customer service
- Orientation – **MANDATE IT** – If the student doesn't show for orientation this is a red flag! The DOA should be facilitating this meeting, as it should be exciting, and informative.
- Your AC's should be selling the next start and next start only (unless the program of interest is not the next start). When AC's don't express the sense of urgency they tend to chase tail. This also allows for a large amount of b-backs and procrastinators. This goes back to the expectation of the interview meeting.
 - The student should leave after enrollment knowing the following and have it written down.
 - Orientation date
 - Next FA appointment/documents needed
 - When to call the rep
 - 1ST Day of class!



VAT-02-14-03823