

HOW TO EFFECTIVELY WORK INTERNET LEADS

Vatterott College

EFFORT TRAINING SYSTEM

July 1, 2005

VAT-02-30-00217

Objectives

- To develop specific skills to effectively convert internet leads
- To develop a strategy for consistent success

VAT-02-30-00218

Why INET Training

- Produce most of our leads
- Lowest Cost Per Lead
- To increase our conversion percentages campus-wide

VAT-02-30-00219

Keys to Converting INET leads

- Contact must be made within 72 hours from receipt. The shorter the window the better the conversion
- Contact must first be attempted via the Phone and then followed up immediately with email
- A strategic step-by-step formula must be adhered to...6 contacts or more in the first 15 days...

VAT-02-30-00220

The System

- Day 1: Lead Received

Blitz technique adhered to...call until you get a live person...do not leave a message the first 24 hours...

Send email message (1) immediately following your first call...even if you speak to the prospect

VAT-02-30-00221

The System

- Day 2

If you do not get a response the first day via phone or email continue to try contacting the prospect via the phone...Leave your first message at the end of day 2 if no contact is made.

VAT-02-30-00222

The System

- Day 3 & 5

If you do not get a response the first two days via phone or email continue to call.

See the model on the following slides...

VAT-02-30-00223

The System – Day 1

- **PHONE Response**

1st Email – Same Day

Subject: Welcome to Vatterott College

Status/Notes: LM1

- Hi, Susie! My name is _____ and I am calling in regards to your email requesting information about Vatterott College. Please call me at (800) 222-4444 ext. 1111 to set up a time either on Tuesday or Thursday of next week to discuss how our one night a week program will help you achieve your goals.
- I look forward to speaking with you! Again, my number is (800) 222-4444 ext. 1111.

- **EMAIL Response**

- Hi Susie,
- I received your request for information about Vatterott College. I left a message for you at home with my number. Classes are starting soon so let's set up a time to meet this week to discuss your options at Vatterott College. I have appointment times available on Tuesday or Thursday. I save the 4:30-5:00 time slot for you on both days so we can discuss your options and to hear why you are interested in completing your diploma.
- I look forward to speaking with you and helping you achieve your goals.
- Tim

INET CONVERSION SERIES

VAT-02-30-00224

The System – Day 3 & 5

2nd Phone Call – 3rd & 5th day
2nd Email – 3rd and 5th day

Subject: Still trying to reach you!
Status/Notes – LM1

▪ **PHONE follow up**

- Hi Susie! I tried calling you earlier this week in response to your internet request. I haven't heard from you, and I am really excited to discuss the Vatterott College with you. I have 24-hour voicemail, so let me know if there is a better number or time to reach you. Remember, our classes are one night a week and we do have FA to help out with tuition. If I don't hear from you I will try again Friday! My number is 800 222-4444 ext. 1111!

EMAIL follow up

- Hi Susie,
- I emailed and called you earlier this week and haven't heard from you. I am concerned that you didn't receive my message. Let me know if there is a better number or time to reach you. Call me at XXX-XXXX ext.XXX. We have classes starting in the next few weeks and I don't want you to miss any opportunities. Let me know how Tuesday at 5:00 PM works for you to discuss your educational goals
- Tim
- INET CONVERSION SERIES

VAT-02-30-00225

The System – Day 7 & 9

3rd Phone Call – 7th & 9th day

3rd Email – 7th & 9th day

Subject: Haven't heard from you?

Status/Notes – LM2

- Hi Susie,
- I emailed and called you earlier this week and haven't heard from you. I am concerned that you didn't receive my message. Let me know if there is a better number or time to reach you. Call me at XXX-XXXX ext.XXX. We have classes starting in the next few weeks and I don't want you to miss any opportunities. Let me know when which day this week works best for your schedule so we can Tour the campus.

- Hi Susie,
- I have attempted to reach you and haven't heard back from you. I am a working student also and I know how precious free time is, but I want to get you the information you requested! Is getting your education still a goal for you? Please contact me at the number below.
- I look forward to your call!

TIM

- INET CONVERSION SERIES

VAT-02-30-00226

The System – Day 15

4th – Phone Call – 15th day

Send Letter

4th Email-15th day

Status/Notes-LM3

Hi Susie,

- Unfortunately, we haven't been able to connect over the past two weeks. Vatterott College has a lot to offer and I am anxious to discuss the options with you. However, if completing your education is not a goal for you please give me a courtesy call back and let me know what your plans are. My number is XXX-XXX-XXXX ext....
Send letter from letter series (cannot contact)

- Hi Susie,
- In the past two weeks I have been trying to contact you. I have been busy too, enrolling students for our summer term! I don't want to continue to contact you if becoming a college graduate is not still a goal for you. If things have changed please let me know. I look forward to your call and helping you in any way I can!

- NOTE: Called and emailed 12 times in 2 weeks at this point. Begin to push callbacks out further. Set callbacks for one month out from this point forward.

VAT-02-30-00227

Assumptions to Avoid

- Lead came in via the Web so they only want to be contacted the same way.

Always call FIRST. The Phone/Email message sequence is the model in all instances. The two in unison will allow the prospect to determine which way works best for them...Once determined adjust your approach to best meet their needs

VAT-02-30-00228

Assumptions to Avoid

- Poor lead because it came via the Internet

Internet leads are not disadvantaged in any way, shape or form. The bottom-line is a prospect took the time to complete their request for information and it is our job (just like a phone call) to provide that information for them.

VAT-02-30-00229

Keys to YOUR Success

- Contact within the first 72 hours...Conversion percentages are markedly higher when contact is within this period of time...subsequently, it decreases as time goes by.
- LEAD IS A LEAD mentality...If not worked within 24 hours DOA will move to someone who will work it.
- Follow the system...Keep it simple and consistent. It is our job to provide supreme service to all inquiries.

VAT-02-30-00230