

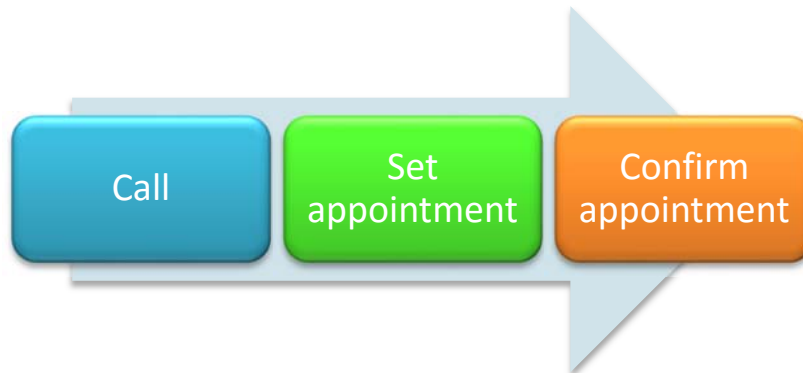
Admissions Training Manual

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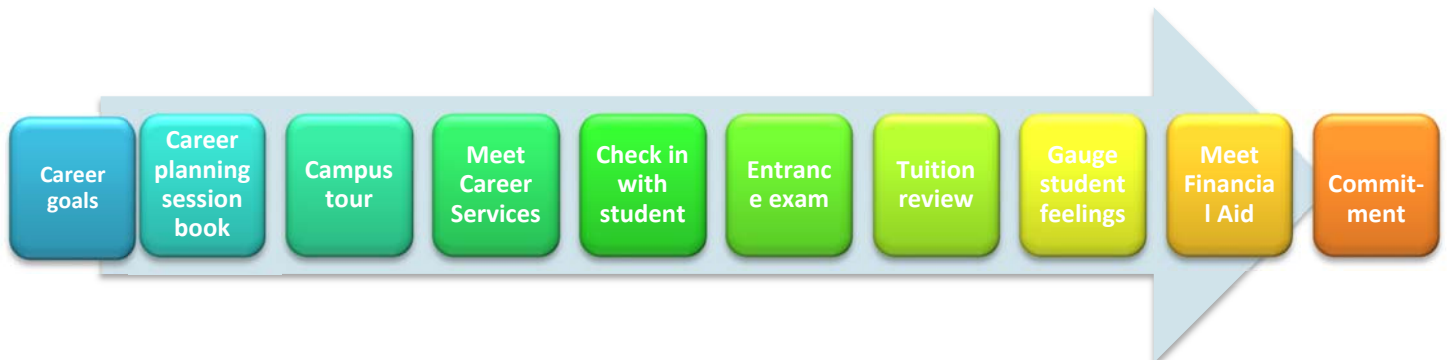
PROCESS OVERVIEW

There are 3 main stages to the student enrollment process. They are:

Phone call



Career planning session



Future student



MAKING THE INITIAL CALL

SETTING AN APPOINTMENT

Your goal

The most important goal for your initial outbound call? To set an appointment. So be sure to start the call with that goal in mind.

How long is the call?

Your initial call with a prospective student should be approximately 5-7 minutes long. It may be shorter or longer—and that's okay.

Build a relationship

On that very first call, you'll want to create a bond with the prospective student. Give them a reason to come in and see you.

When you establish a strong bond, you make it more likely that the student will take your call seriously, and make an appointment to see you. What you're really "presenting" is you—your relationship with the student and your genuine desire to help.

When you first call a prospective student, you have the chance to:

- Foster interest in a health care career
- Build a sense of urgency
- Start the relationship

Make a good first impression

So remember, when a prospective student makes a decision to attend a school, they make it based on 3 factors:

Quality of program + Welcoming environment + Outcome = right school

You are the student's first impression. So make a good one! Every phone call is the chance to change someone's life.

Use good phone habits

GOOD HABITS	BAD HABITS
Take good notes.	DON'T ask yes/no questions.
Listen closely.	DON'T "sell" the school on the phone.
Use probing, follow-up questions.	DON'T speak too deeply about curriculum.
Build rapport.	DON'T pre-qualify students.
Lead the call.	DON'T pre-judge their qualifications.
Try using open-ended questions.	DON'T ask: "When would it be convenient to come in?"
Recap the student's comments and questions.	DON'T ask students to bring anything in (such as financial info, taxes, POG, etc.).
Show you care and truly mean it	DON'T exclude the parent or guardian (if in high school).
Offer 2 different times you're available.	
Schedule the meeting within the next 48 hours.	
Include the support system in your appointment.	
Be sure to give clear directions to your location.	
Send a reminder text or email.	
Call the night before—to confirm the appointment. (Also confirm with parent or guardian, if in high school.)	
Mention how you got their information.	
Take extra care to find common ground with the student before launching into questions	



Get the right tone and flow

No 2 phone calls are alike—and no 2 prospective students are alike. That’s okay—you can customize the tone and flow of the conversation to the style of the person you are talking to.

The goal is to make the prospective student feel as comfortable as possible by matching their tone and flow. For example, one admissions representative might say:

“I’M SO GLAD WE’VE HAD THE OPPORTUNITY TO TALK TO EACH OTHER. I’M WORKING WITH A LOT OF REALLY INTERESTING FOLKS RIGHT NOW WHO ARE LOOKING AT HEALTH CARE CAREERS. LET ME ASK YOU A FEW QUESTIONS TO SEE HOW I CAN HELP YOU.”

But another admissions representative might say:

“I’VE BEEN BUSY TODAY WORKING WITH A LOT OF PEOPLE WHO ARE INTERESTED IN HEALTH CARE TRAINING. I’M REALLY HAPPY THAT I WAS ABLE TO CATCH YOU! I’M GOING TO ASK YOU A FEW QUESTIONS TO SEE HOW I CAN HELP. DOES THAT WORK FOR YOU?”

See how they differ? And both of these examples work fine. You’ll want to use the general language suggested here—but make it comfortable for you. Personalize it to yourself.

Remember—you don’t need to use every question or all the suggested verbiage listed in this guide on every call. It may not be necessary (or appropriate).

So use your best judgment to tailor the content to your style, the prospective student’s style, and the current situation.



MAKING THE INITIAL CALL—ADULTS

Take notes in the **Adult Call Form** as you work on this initial call.

Step 1—Introduce yourself.

Start by introducing yourself.

HI, MY NAME IS [NAME]. I'M CALLING FROM CONCORDE CAREER COLLEGE. HOW ARE YOU TODAY?

IT LOOKS LIKE YOU ARE RESEARCHING CAREER OPTIONS. WHAT ARE YOU CONSIDERING?

WHAT GOT YOU STARTED ON YOUR SEARCH?

Step 2—Create urgency.

You'll want to create some urgency here—but don't ever create "fake" urgency by saying that classes are almost full—unless that is really true, and you really mean it.

I'M GLAD WE'RE GETTING THE CHANCE TO TALK. I'M WORKING WITH A LOT OF PEOPLE RIGHT NOW WHO ARE LOOKING AT CAREER TRAINING. LET ME ASK YOU A FEW QUESTIONS TO SEE IF I CAN HELP YOU.

Step 3—Find out a few facts.

WHAT GOT YOU INTERESTED IN HEALTH CARE?

HOW LONG HAVE YOU BEEN THINKING ABOUT THIS?

WHAT ARE YOU DOING NOW? DO YOU WORK OR GO TO SCHOOL?

If working or going to school:

HOW'S THAT GOING FOR YOU?

If not, ask:

WHAT ELSE IS GOING ON IN YOUR LIFE?

WHY DO YOU WANT TO MAKE A CHANGE?

HOW FAR HAVE YOU GONE WITH YOUR SCHOOLING?

Step 4—Recap what you heard.

SO [NAME], I WANT TO MAKE SURE I HEARD WHAT YOU SAID.

RIGHT NOW, YOU ARE DOING [SCHOOL/WORK/ETC.].

YOU [LIKE/DON'T LIKE IT] BECAUSE...

YOU ARE LOOKING TO MAKE A CHANGE BECAUSE...[SUMMARIZE HERE]

IS IT SAFE TO SAY THAT SOME CAREER TRAINING WOULD HELP YOU RIGHT NOW?

Step 5—Set up an appointment.

Try to set up a same-day appointment—if possible.

I'D LIKE TO HELP YOU, [NAME].

MY JOB AS AN ADMISSIONS REPRESENTATIVE IS TO HELP PEOPLE LIKE YOU WHO WANT TO GET MORE INFO ABOUT THEIR CAREER TRAINING, AND FIGURE OUT THE NEXT STEPS.

WHAT I CAN DO IS SET UP A TIME FOR YOU TO COME IN SO THAT WE CAN TALK ABOUT YOUR GOALS. THEN WE CAN GET YOU HEADED IN THE RIGHT DIRECTION.

I CAN GIVE YOU A TOUR OF THE CAMPUS, SHARE SOME INFORMATION ABOUT THE SCHOOL, TELL YOU ABOUT THE STUDENT EXPERIENCE HERE, AND ANSWER ANY QUESTIONS YOU MIGHT HAVE.

THEN WE CAN GET YOU GOING IN THE RIGHT DIRECTION.

WHAT IS YOUR SCHEDULE LIKE OVER THE NEXT 1 WEEK?

RIGHT NOW, I HAVE AN OPENING AT [DATE/TIME] OR [DATE/TIME]. WHICH OF THOSE WORKS BETTER FOR YOU?

Step 6—Summarize the appointment.

CAN YOU GRAB A PEN AND PAPER? I'LL GIVE YOU MY CONTACT INFO.

AGAIN, MY NAME IS [NAME] . MY PHONE NUMBER IS [NUMBER].

DO YOU KNOW WHERE CONCORDE IS LOCATED? (PROVIDE DIRECTIONS, PARKING INFO, ENTRANCE INFO.)

I'VE SET ASIDE SOME TIME FOR YOU AT [DATE/TIME]. HERE ARE A FEW THINGS FOR YOU TO KNOW, BEFORE YOUR APPOINTMENT:

- BRING ANYONE WITH YOU WHO MIGHT HELP WITH YOUR DECISION.
- WRITE DOWN YOUR QUESTIONS, AND BRING THEM WITH YOU.

Step 7—Ask for the referral.

YOU'RE WELCOME TO BRING A FRIEND IF YOU KNOW SOMEONE ELSE WHO MIGHT LIKE TO LEARN ABOUT OUR SCHOOL.

DOES ANYONE COME TO MIND? IF SO, WHAT'S HIS/HER NAME?

WE'LL SEE YOU ON [DATE/TIME]. LOOK FORWARD TO SEEING YOU THEN!

