**Advancing vs. continuing**

* INTRODUCTION – Setting the stage for the conversation.

“Thank you for inquiring about Pacific Oaks College. My name is James, and I’m an admissions counselor here, so I’d like to find out a bit more about you and see if one of our programs would be a good fit for you.”

* DISCOVERY – Asking the right questions, then probing to uncover more.
* Admissibility
* Motivation/Interests
* Online Delivery
* Finances

Some helpful questions:

* How long have you been a \_\_\_?
* Are you familiar with Pacific Oaks?
* Tell me a little about your background and experience.
* Tell me a bit about your prior education.
* Do you have kids?
* What kind of hours do you work? What kind of responsibilities do you have at work?
* Do you enjoy your job? What do you like/dislike about your job?
* How long have you been thinking of going back to school?
* What has prevented you from going back to school in the past?
* What motivated you to inquire about Pacific Oaks?
* If you could choose any job, what would it be? What are the requirements of that position?
* Where do you see yourself 5-10 years from now?
* Will a BA/MA open more doors for you?
* What type of program would work best for you?
* What types of things are important to you in choosing a BA/MA program?
* What plans have you made regarding funding your education?

Some probing questions beyond “why” and “tell me more”:

* How concerned are you about…..?
* Does it worry you that….?
* Are you satisfied with…..?
* What effect does that have on…….?
* Are you saying it would help if we could…..?
* Are you looking for a way of….?
* Why is X so important to you…..?
* What do you regard as the main benefit of X….?
* Would X help you achieve Y…..?
* CAPABILITY – Demonstrating how we can help.

*The key is to go back to what you uncovered during the Discovery phase, and incorporate features and benefits based on their needs/wants!*

“You mentioned that you work 12 hour shifts; how do you think an online program benefit you?”

“You mentioned that you would ultimately like to teach; a BA would be required for that, correct?”

“You mentioned that you have been thinking about this for several years, how would it benefit you to have your degree completed in X months?”

* 100% Online! Flexibility! Convenience!
* Generous Transfer Credit Policy!
* Financial Planning Assistance!
* Tech Support! Classroom availability 24/7!
* Emergent Curriculum! Social Justice Foundation!
* Etc…
* COMMITMENT – Gaining agreement to advance

Advancing = An Application or Forward Movement (Agreement to a future action that will move toward a decision/commitment)

Continuing = No Sale, or only reaching agreement to continue to discussion with no additional agreed upon action.

* + **Obtain an application!**
  + **If an app is not started/submitted, gain forward movement:**

**“**What do you need clarification on before we start the application process?”

Set a follow-up appointment and assign the student “homework”…

* + - * “Please review the information and write down any questions you have. I can call you back on Tuesday at either 9am or 5pm, and we can cover any remaining questions you have, and proceed with an application at that time. Which time works best for you?”
      * “Do you have your resume or copies of your transcripts handy? Please go ahead and send that to me now, so that I can be best prepared for our follow-up conversation. I can call you back on Tuesday at either 9am or 5pm, and we can cover any remaining questions you have, and proceed with an application at that time. Which time works best for you?”
      * “Please follow up with your HR department and gather information about your tuition reimbursement policy. We can set an appointment to go over that, and answer any additional questions you have. After, we can go ahead and get the application process started! I have an opening on Tuesday at 9am or 5pm, which works best for you?”