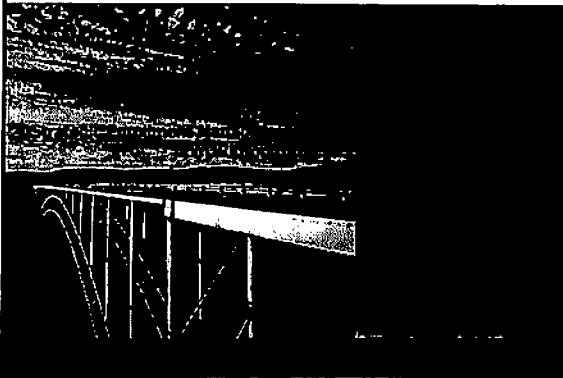


SEMIWORKS

Inbound Telephone



SEMIWORKS

The "Typical Way"

- Calls come to front desk
- Answered by work study or stressed out front desk employee who has to balance phones, walk ins and data entry
- Inquiries ask for information and we say we'll send it – very few ask for a tour, and very seldom do we suggest a tour.
- Prospect receives mail package

SEMIWORKS

A Better Way

- Calls routed to counselor
- ****Get the call away from the front desk, where there is too much going on!!!!
- Counselor encourages student to visit
- Or Counselor encourages student to apply

Why?

- Students and parents are most interested when they call
- Many do not know how college visits work
- Students are 20% more likely to enroll and start when they visit

Lets look at an example...

- | | |
|--|--|
| • Midwestern University "before" | • After..... |
| - Averaged 7 visits a week | - Visits jumped to 31 per week |
| - Inbound calls were handled at front desk | - Calls were routed to admissions counselors |

Do not tell them everything over the phone. get them to visit.

So what is the best way to handle the inbound call?

- 2 rules:
 1. gather information first
 2. give information second
- Remember – the person asking the questions is in control

KEYWORDS

Inbound Call Outline

- **GREETING:** Good morning, Thank you for calling _____ College, how may I direct your call?
- <caller asks for information>
- **QUESTION:** Ok, is this information for yourself?
- **QUESTION:** And your name <or student's name> please? And your phone #?

KEYWORDS

Inbound Call Outline

- **QUESTION:** How did you hear about the College?
- **TRANSITION:** I'm going to transfer you to an admissions counselor who will be able to help you.
- _____
- **Counselor:** (warmly) This is _____, how may I help you?

KEYWORDS

Inbound Call Outline

- *Let me find out a little bit more, so I make sure you get the right information. I know you gave your name already, but I want to make sure I have it too. What about your email address?*
- And what year will you graduate high school?
- OK, if I'm going to send you information, I will need your address...and your phone.

low intensity
questions before
high intensity.

SCRIPTWORKS

Inbound Call Outline

- **PROBE:** Ok then, can you tell me about your educational background:
- <Verify high school / college>
- What sort of a student are you?
- Have you visited other colleges? <if yes, which ones?>

SCRIPTWORKS

Inbound Call Outline

- What programs are you looking into?
- Do you know anyone who has attended XYZ College?
- (with inflection) What made you call me today?

SCRIPTWORKS

Inbound Call Outline

- **TRANSITION:** (name) You seem serious about this. (pause) I know that XYZ College would be a great place for you. We have great _____ program.
- Can I make a suggestion? (pause)
- **SUGGESTION:** Lets arrange a date and time for you to visit the College. When you visit we'll be able to show you around the school, talk to students, meet faculty, and really check us out.

KEYWORDS

Inbound Call Outline

- **STATEMENT:** We'll also be able to make sure you get all the information you need to apply for financial assistance and scholarships in time to meet the deadlines.
- **BENEFIT:** Then, after going through all of that information, you'll be able to go home, think about what you've seen, and make a decision in time for the _____ semester.

KEYWORDS

Inbound Call Outline

- **ASK:** How does that sound?
- **SUGGEST:** I might be able to squeeze you in tomorrow, how does 3:15 look? (continue until you establish date, time)
- **DIRECTIONS:** Do you know where we are located? Why don't you grab a pen and I'll make sure you know how to get here. (go over directions, or make sure they have url to a map link)

KEYWORDS

Inbound Call Outline

- **WARM GOODBYE:** Ok, We'll see you on _____ at _____. By the way, you are welcome to bring a parent or friend with you...
- Good bye

After the call....

- Make notes about what you talked about
- Mark the calendar with their visit
- Call to reschedule if they no-show

Dealing with difficult situations

Review pages 123 – 127

What causes customers to get upset?

What should we do when customers get upset? (pg 129)

Exceptional Customer Service

Selling the Inevitable.

Triggers vs Calmers

Triggers:	Calmers
Policy	Here's what I can do
Can't	Can
Sorry	Thank you
No, I don't	I can find out
But	And
You should have	I understand why you
The only thing we can do	The best option I think

More Suggestions...

- Page 133 – Inform the student quickly (don't make them wait!)
- Page 135 – Do something extra
What could we do that would help a frustrated student? <Think "parking, directions, frazzled, lost, confused">

Lets Practice....

- Read your scenario
- Talk it over in your group
- Make a list of words to use
- Decide what action you would take
- Write a "script" that incorporates your key words and actions

Scenario One

an applied student ends up on your phone, demanding to know if they have been accepted, and frustrated that their admissions counselor's voice mail box is full – and they can't talk to them today

SCENARIOS

Scenario Two

A student who has been awarded a generous – half tuition scholarship calls to ask why their award wasn't more, and explains they are getting \$1,000 more from their second choice school

SCENARIOS

Scenario Three

Even though you don't handle transfer students, A transfer student is routed to your phone – you are the only counselor on duty. The student wants to know why their COM101 from BIG State Community College did not transfer

SCENARIOS

Scenario Four

A parent calls to ask for more information on why their honor-roll daughter was not accepted. She insists that another girl at their high school who isn't even an honors student was accepted.

NETWORKS

Scenario Five

A parent of a deposited student calls to demand her daughter be moved off from the housing waiting list, and cannot understand WHY her daughter would be on the waiting list in the first place.

NETWORKS

Vince Norton
Norton Norris, Inc.
vince@nortonnorris.com
