

Phone Script for Adult Admissions Advisors



Effective December 1, 2007

Outbound Call

"Hello this is _____ (your name) from Heald College Admissions, I understand that you have requested information about our programs."

Inbound Call

"Thank you for holding. This is _____ (your name) in Admissions, I understand that you are interested in information about Heald College."

REMEMBER! Your job is to set the appointment that shows to better help the student and to provide them with all of the information they need to make a good decision about going to school. If asked to send information, proceed with the following steps to attempt to schedule an appointment.

"Is this information for you?"

If so, then proceed...

"Great, for me to better assist you may I ask you some questions?"

Confirm name, address, phone number and email address and take notes.

Key Questions

- *"What are you currently doing?"*

The purpose of this question is to determine whether or not the prospective student is currently working. Depending on the answer, proceed to the appropriate line of questions below. Getting these questions answered will better inform you on how to help the student.

If the prospective student is employed, try to determine if they like or dislike their current situation by asking the following types of questions:

- *"Where are you working?"* _____
- *"What do you do there?"* _____
- *"What kind of hours are you working?"* _____
- *"What kinds of career opportunities exist for you there? "* _____
- *"How long have you worked there?"* _____

If the prospective student is happy at work, ask why they contacted Heald College at this time. Explore their reasons for making a change. Learn about their work environment and how it would fit with attending school:

- *"How long have you been thinking about going to school?"* _____
- *"Why now?"* _____
- *"What is your current work schedule (hrs daily)?"* _____
- *"When do you have free time?"* _____

This is the time they have to themselves. Set the appointment based on when they are available.

If the prospective student is unemployed, the following types of questions will help you to determine if they are serious about attending college:

- “How long have you been unemployed?” _____
- “What are you currently doing to change this situation?” _____
- “How long have you been thinking about going to school?” _____
- “Where did you work before?” _____

(Continue asking the same questions you would ask if the prospective student were currently employed at their last job.)

RECAP

- Reconfirm that they are serious about going to college
- Reconfirm in detail their situation, i.e. work hours, income, etc.
- Reconfirm what makes them feel attending Heald might help change their situation
- Make sure you receive confirmation from the prospective student on all statements/questions

Transition Statement

“Based on our discussion _____ (student name), it sounds like you are serious about making a change and looking at attending college. Is that right _____ (student name)? Ok, I know that I can help you!”

Closing Statement

“So here’s what we need to do _____ (student name). We will schedule a one-on-one planning session. This is what we will accomplish together during your visit. We will plan out your college needs, goals, and expectations and then we’ll discuss your field of interest, employment opportunities, and an educational plan that will help you pursue your goals. I’ll also take you on a tour of our campus, show you the classrooms and labs and give you an opportunity to meet with our Financial Aid staff. How does that sound?”

Give the student an opportunity to express their feelings about the plan.

“Great, because you sound very serious about pursuing a college education, _____ (student name). Is that right?”

Pause and get agreement

“Today at _____ (appointment time) looks like a good time.”

REMEMBER: Same Day, Next Day, No Day

“Do you have a pen and paper for directions?”

Confirm they have the directions written down correctly.

“_____ (student name), I am really looking forward to working with you. By the way, feel free to bring a relative or friend with you. See you at _____ (appointment time).”