



GRAGG ADVERTISING®

PDLs and Referrals – A Forgotten Art

CAPPS Presentation: Friday, October 13, 2017
Presented by: Lisa Olmedo & Burke Malin

Housekeeping

You do not need to take notes

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Today's Speakers



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Today's Takeaways



- Training and goals come first!
- A positive environment is conducive to good referrals and PDIs/PDRs
- PDI/PDR Fundamentals
- Referral Fundamentals
- Elements of a Successful Referral Program



Impact of PDLs & Referrals



- Today's inquiry generation environment
- Creating the right mix of referrals, PDIs and media inquiries

A Solid Foundation Is Key



- Do your admissions advisors know your school and your students?
- Communicate with all levels of the organization:
 - Current students
 - Faculty
 - Former students
 - Veteran admissions advisors



Training & Goals



- Get organized
- Establish training cycles for your admissions team
- Develop and utilize scenarios experienced by the current admissions team
- Training - Live role playing
 - Delivery is important!
- Know the strengths and weaknesses of your school
- Know the type of people who enroll in the school
 - Remember: Different students have different needs.



Training & Goals



- Potential students are everywhere
- Network at functions where prospective students will be, not just business people
- Don't be afraid to ask for a referral or PDI

[POLL 1]



Training & Goals



- Involve your team in writing the plan to get referrals and PDIs
 - Outline: Career fairs, county fairs, city events, referral letters, PDI potential events
- 3 referrals per-week, per-rep should be the base line
- Be prepared to go guerilla
 - Create flyers to take to events (**Make sure they are approved through compliance***)
 - Think creatively and don't be afraid to try new things
- Establish re-training cycles and get together to share ideas
 - Monthly meetings specifically about referrals and PDIs

*Make sure again

PDI Fundamentals



- Clearly identify you and your school
- Speak highly of others in the organization
- Identify the benefits of attending your school
- Tell interesting and appropriate stories about other students, the staff, and the school
- Keep control of the conversation by asking leading questions
 - Ask questions about their short-term goals.
 - Throughout the interview, show how the school can offer them assistance in reaching their goals
- Take the edge off – Be professionally casual
- Collect their information – Cell, email, landline, address



Define Your Referral Universe



- Who are the people in your referral universe?
- Segment your universe:
 - Current students and alumni
 - Current and former instructors
 - Vendors
- Get everyone in the organization involved



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Student Referral Strategy



- Build rapport with students.
- Exchange personal information
 - Two-way flow of information, interactivity
 - Help others and they will help you
- Work their friends and family into the conversations
 - What are your friends doing?
 - Have they received an education?
 - Do they feel left behind?
- Be politely assertive when asking for referrals
- Maintain contact with the students enrolled in school



Open Ended Exercise



**Guess the picture on the next slide using
Yes and No questions only**



Open Ended Exercise



**Guess the picture on the next slide using
open ended questions only**

**Note: one exception you may not ask me what is on
the next slide!**



Referral Retention Strategy



- Keep your referral source up to speed
 - People love to know that they have been helpful
 - If they know they have been helpful they'll think of you again and again
- Verbally thank your referral source
 - Give a hand-written thank-you
 - Give a small gift (t-shirt, coffee cup, etc.)

Successful Program Elements



- Surveys
 - Survey students when they first start, when they graduate and on a regular basis throughout the year
- Fun
 - Make it fun and exciting for someone to give you a referral
 - Give your students a backpack, t-shirt or scrubs with your logo on it
- Reminders
 - Have an on-going referral program
 - Provide constant reminders of the program throughout the school (ie. Bulletin boards, newsletter, direct mail, email, etc.)

Successful Program Elements



- Referral Clubs
 - Create a referral club within the school
 - Everyone likes to belong to something
 - Use newsletters, email and posters to recruit members
- Referral Boards
 - Create a referral board to display the names of the individuals who have given successful referrals and the name of the student they referred.
 - Obtain permission from referral source and referral before posting.

[POLL 2]

Secret #1 Referral Strategy



Ask for the Referral.



The PDI-Referral Formula



Sincerity + Integrity x Follow-through = TRUST

TRUST = Referrals



9 Tips for Admissions Success



#9

Contact inquiries immediately.
The first one to make contact wins!

- Contact is defined by actually COMMUNICATING with the prospective student and attempting to set the appointment.
- Establish a successful delivery plan.
- Respond immediately to all inquiries.



9 Tips for Admissions Success



#8

Smile when you're on the phone.
People can hear it.

- Smiling helps you convey a positive attitude.
- Remember, this is the *first time* the person has heard the information you are giving them.



9 Tips for Admissions Success



#7

Always follow up a call with other forms of contact.

- Provide several channels in which the potential student can respond.
- Today's students are inundated with media.
- Be persistent to gain their attention.



9 Tips for Admissions Success



#6

Leave no stone unturned.

- Have a presence on social networking sites.
- Stay in contact with current students.
- Stay in touch with your graduates.
- Follow-up and stay in contact with no shows.
- Participate in career fairs.
- Get to know the cashier at your grocery store.



9 Tips for Admissions Success



#5

Follow up and do what you say you'll do.

- If you promise to call back, then CALL BACK.
- Follow up and follow through on what you promise to your prospective student.
- Superior customer service is a must!



9 Tips for Admissions Success



#4

Never speak negatively about your competition.

- Don't ever state another school isn't any good, has inferior equipment, has poor instruction, does not place its students, or slander another school in any way.
- It's unprofessional.
- **Build on the strengths of your school and the reason why it is the BEST choice for the prospect.**



9 Tips for Admissions Success



#3 Plan your work and work your plan!

- Decide on how many “touch points” your team needs to maintain a good conversion rate. Typically 100 touch points per day is most common.

Suggested Point Values

Left Voice Mail	1 point
Texted messaged	1 point
Emailed messaged	1 point
Communicated with prospect	5 points
Set Appointment	5 points (on top of the communicated with prospect points)
Interview	10 points
Enrolled	10 points (on top of the interviewed points)

- Messages and calls tend to have more meaning and drive more to the interview.
- Show rates increase and conversions increase.
- The reason – Reps are driving to a purpose other than just hitting the “call goal” they tend to raise the quality of their messages, follow ups and interviews.

9 Tips for Admissions Success



#2

See the challenge, visualize your success and don't ever forget to . . .

Have Fun!

[POLL 3]



9 Tips for Admissions Success



The #1 Tip For Success in Admissions:

ASK

- Ask for the Interview
- Ask for the Enrollment
- Ask for a Referral



Questions?



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