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# **Admissions FUNdamentals**

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# Today's Presenter's



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# Learning Outcomes

- Listening VS Hearing
- 4 Steps to Active Listening
- Open Ended Questions Exercise
- 15 Keys to Effective Listening
- Overcoming Objections
- Making the interview YOURS



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**Listening is the key to it all**

# Listening V. Hearing

**Hearing**: physical process; natural; passive

**Listening**: physical & mental process;  
active; learned process; a skill

Listening is hard!

## **FAST FACTS**

- We listen at 125-250 wpm, but we think at 1000-3000 wpm
- 75% of the time we are distracted, preoccupied or forgetful
  - Who is guilty of reading/replying to emails during meetings?
- 20% of the time, we remember what we hear

*You must  
choose to  
participate in the  
process of  
listening.*

# Listening

You can't understand someone's "needs" unless you are listening to their "wants"

Most Admissions Counselors will continually talk because...

- They fear the prospect will reject them and they will fail
- They are unsure of themselves or the product they are selling
- They feel their own opinion is more important than the prospect's

Talking without listening will lead to lost opportunities.

# Why Be a Good Listener?

## Needs of our Students

- To be **recognized** and **remembered**
- To feel **valued**
- To feel **appreciated**
- To feel **respected**
- To feel **understood**
- To feel **comfortable** with their decisions

## Active Listening (4 Steps)

1. Listen
2. Question
3. Reflect-Paraphrase
4. Agree



# Step 1: Listen

- To Feelings As Well As Words
  - Words – Emotions – Implications
- Focus on Speaker
  - Don't plan, speak, or get distracted
- Use Verbal & Non-Verbal Encouragers
  - Smile, head nod, etc



# Step 1: Listen

## Practice Listening

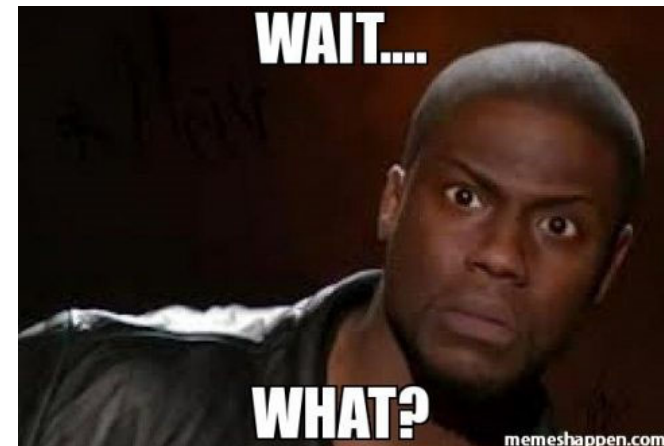
<https://www.youtube.com/watch?v=pRLTqdn52AI> Drivers ED

<https://www.youtube.com/watch?v=l81DMuWVLtk> School Dance

<https://www.youtube.com/watch?v=GSUtaA1uYFQ> Bedtime story

## Step 2: Question

- 3 Purposes
  - Demonstrates you are listening
  - Gather information
  - Clarification
- Open-ended questions are key!
  - Tell me more?
  - How did you feel?
  - Then what happened?



# Open ended Questions Exercise

Guess what is on the next slide by asking yes and no questions only

## Open ended Questions Exercise



# Open ended Questions Exercise

Guess what is on the next slide by  
asking open ended questions

# Open ended Questions Exercise



## Step 3: Reflect-Paraphrase

- Reflect What Is Said (In your words)
- Reflect Feelings
- Reframe
  - Capture the essence of the communication
  - Move toward problem solving





## Step 4: Agree

- The student agrees with your refrainment of the conversation and knows they have been heard and feels validated
- Builds trust and confidence



# 15 Keys to Effective Listening

Prepare in advance

Limit distractions around you

Increase your attention span

Be empathetic

Limit your own talking

Display positive body language

Let them finish their thought

Don't dismiss their ideas

Do not interrupt

Take notes everytime you communicate

Ask leading questions

Listen reflectively

Look/Listen for non-verbal que's

Repeat and verify important points

Practice listening



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**I WANT IT NOW!!!  
Dealing with Objections**

What is the most popular objection of 2022?



# Career versus Job

- In California minimum wage will increase to \$15.50 January 1<sup>st</sup>, 2023
  - The unemployment rate in CA reached an all time low in May 4.3%
  - Jobs that pay minimum wage include Servers, Retail Sales, School Bus Drivers, Warehouse Workers and Childcare Providers just to name a few.
- 
- Amazon pays \$17 per hour
  - CVS Cashiers make \$16 per hour
  - A Front Desk Receptionist can make almost \$17.50 per hour

# Career versus Job

Use the knowledge you have gain by asking questions and understanding their goals and interests.

- Schedule/Time
- Self Satisfaction
- Advancement Opportunities
- Manual Labor
- Future
- Career Security

# Overcoming Students Objections

Most objections fall into four categories;

- Health
- Time
- Financial
- Fear

The solution to overcoming students' objections is to listen to the objection and have a "Plan Of Action" to overcome the objection by providing solutions.

# Dealing with the Objection

- Listen to the complete objection; don't interrupt
- Pause before you answer . . . think about your response
- Be interested
- Use tie downs
- Stay cool, don't argue, it's not personal
- Be confident
- It has to be their decision





# Soften Objections

Control the conversation and direct it using transitional phrases

- I can appreciate that . . .
- That's a good question, let me explain. . .
- I might just mention . . .
- I don't blame you . . .
- Well, (prospect name) I see your point...
- Well, it sounds like you . . .
- Well, some people feel that way, but have found with our program . . .



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**Making the Interview YOURS**

# Getting Ready for the Interview

- Assume the enrollment as soon as they walk in the door
- They want to go to school, or they wouldn't be there
- Build personal rapport with your prospect
- Speak highly of others in the organization
- Tell interesting and appropriate stories about the staff and the organization
- Make it interesting
- Review and provide feedback of each other's tours and interviews

# Getting Ready for the Interview

- Get in the zone – review your notes
- Remember this is their first-time hearing about your school
- Provide them with pen and paper, have them write down benefit statements through out the interview
- Take the lead, this is their first time in your school
- Make sure there are enough chairs for everyone before you bring them back
- Partner with other reps to help with distractions
- Identify spots along the tours for selfies and interesting story chats

# The Close and Beyond

- Ask if you have answered all their questions related to the tour and/or presentation
- Explain the next steps in the process they will follow through enrollment to the start
- Ask for the enrollment
- Start the paperwork and process
- Walk them through all the stages of the process



## Retaining to Start

- Invite them to any upcoming school activities they could participate in
- Let them know they can come back to you for assistance
- Contact them weekly until they have been a student for at least 6 weeks
- Ask for referrals!
- Follow up after every step of the process to make sure everything went as planned

Retaining students is one of the best “Image, Reputation and Revenue Strategies” for your school.



# Enrollment...Retention...Graduation

Over the last few years some things have drastically changed, evolved, creating more opportunities and some new obstacles but through it all one thing remains the same...

We really do change people's lives!



# Thank you.

**Any questions? Please contact us at  
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