



# Secrets to Campus Tours that create a desire to enroll

- **Lexington Maximus**

*CEO, The Art of Admissions*



# *Career Planning Session Basics*

The goal is to ENROLL a QUALIFIED GRADUATE!

- Use a great process & create an amazing experience
- Great interview script and QBQ training
- Great tour designed, scripted and choreographed
- Follow-up processes developed (enrollment, no enrollment)
- Addressing Objections Process and Scripts
- **EVERYTHING** needs to be choreographed and rehearsed

# *Some Lex Factor Fundamentals...*

The Power of Word Optimizations – “The Power of 1%”

## **NO**

- Prospect
- How are you?
- Thank you
- Verbal Graffiti - Um, Ah, OK
- Close
- Conversational Tonality

# *Some Lexington Fundamentals...*

## The Power of Word Optimizations

### YES

**Practice and Role-Play Are The Secret Sauces!**

- Welcome! It's great to meet you!
- Smile
- Eye Contact
- Bridge
- Inspirational Tonality
- Create Emotion
- When Value Exceeds Cost A Sale Is Made
- People Make Decisions Based On Emotion and Justify With Intellect
-

# ***The Secret To A Successful C.P.S. and Tour Is...***

- Not simply a great close
- Not simply a great response to “overcome” objections
- It is everything your Explorer experiences from their 1<sup>st</sup> phone contact up until they leave their interview.
- “The power of 1%” – Disneyland

# ***The Critical Elements of a C.P.S.***

What critical elements are needed to engage in a successful interview of your prospective student?

- The eternal question... Tour first or Interview first? Q
- The **PURPOSE** of the C.P.S.
- Information versus **INSPIRATION**
- People make decisions based on **EMOTION**, not info
- The four fundamental elements an Explorer needs

# Career Planning Session Overview

To insure a great C.P.S. and create immense value for your Explorer, the tour must be scripted, and the interview scripted to lead them down the path to enrolling.

1. **Greet, Set Agenda and Intention (5%)**
2. **Discover, Connect and Qualify (45%)** - Determine the student's Current Situation, Goals, and Motivation. Discover their core **"WHY"**
3. **Present (40%)** - Build immense value & **INSPIRE** them
4. **Propose (5%)** – Show them what the **INVESTMENT** in their future will cost
5. **"Bridge" - Close (5%)** – **Bridge** and address objections

# ***Before the Arrival...***

Before your EXPLORER arrives, we need to set the stage for *an emotional, life-changing experience.*

- Before the C.P.S.
- Secrets to a **WOW** experience
- Create an **AMAZING** first impression
  - Parking & Signage
  - Welcome Sign
  - Director of First Impressions
- EXERCISE: Take care of the 5 senses –(Look with fresh eyes)



# ***Greet, Set Agenda and Intention***

Admissions Rep greeting the Explorer and creating a GREAT first impression

- Use a **WARM, ENTHUSIASTIC AND PROFESSIONAL** greeting - What's Your Status?
- The **ART OF TONALITY – Deep Training**
- The **AGENDA** will put them at ease

# Discover Your Explorer

The Discovery Questionnaire - Discover their **CORE** why!

- Helping them to realize school is a **MUST HAVE**
- Stick to the script...keep control and keep it moving
- The most effective questions to ask in your interview
- Using a “Discovery Questionnaire”
- The Secret Key! - The **Question Beneath the Question (QBQ) NS**

# ***THE SECRET - The Art of the QBQ***

Open ended questions are extremely valuable, but often we get just the surface answer. We need to follow up with the Question Behind the Question (QBQ) to truly get the REAL answers and elicit emotions. “Emotion Inspires Motion”

- Follow each answer with: Who, What, When, Where, How, Why
- Ask the QBQ:
  - “I’m curious, what/when ....”
  - “How did that make you feel ...”
  - “Tell me more about that”
  - “How do you feel about that?”



# ***The Presentation: The Basics***

This is where you build immense value & INSPIRE them!

- Show how our features **BENEFIT** your Explorer
- Big 3 Concerns they will have:
  - 1. Can I do it?
  - 2. Can I afford it?
  - 3. How will it benefit me?
- Use multiple **TRIAL CLOSES** throughout the tour
- The most effective elements of a tour. NS

# *The Presentation: The TOUR*

Have a scripted tour that builds immense value.

- **The Disneyland Tour:** Selfie Spots, Instructor Wall, Career Services, Labs, Student Services, FA, Class in session
- Verify they **SEE** the value!
- The Program – Focus is on how an education at your school will give them the **OUTCOME** they desire
- The Exact words that will inspire more people to apply

# The Proposal

Show them the **INVESTMENT** in their future!

- Show Tuition Investment and Costs – Highlight their program
  - This is your total **INVESTMENT** in your education...”
- “You are looking at a total investment, which can help achieve all those personal and financial goals you set for yourself”
- “What do think this investment in your education is going to be worth 5-10 years from now?”
- “Can you see yourself being successful with this opportunity?”

# ***The "Bridge" – The Zen of The Bridge***

“After what you’ve experienced today Sally, can you see yourself as a student here? *(They Respond)*

Excellent! What I suggest as a next step for you is to simply fill out the application and we’ll get you started. How’s that sound? *(They Respond)* Great!

# Objection Handling Process

“When Value Exceeds Cost A Sale Is Made.”

To assure success in admissions, it is critical we know how to address all customer objections. By learning and using an addressing objections process, it will make it easier to help your Explorers work through any challenges. What is an objection really? A Question.

- Listen & Agree – “I agree..., I understand...” **NOT** Question and Answer
- Isolate and Identify
- Validate – “If I can show you how \_\_\_\_\_ would you consider \_\_\_\_\_?”
- Solve – Feel, Felt, Found Method
- Challenge – Move them forward



# Objection Handling Process Example

Your Explorer just told you they can't afford it. - "I understand."

- Question #1 – *"May I ask you a question about that? (They Respond)"*
- Question #2 – *"If it wasn't for the money, is this something you would want to move forward with?"*
- Validate – "If I can show you how \_\_\_\_ would you consider \_\_\_\_"
- Solve – Feel, Felt, Found Method
- Challenge – Move them forward

# *Last Words*

## Keys NOT to be ignored...

- Next action steps and By-When's IF they DO enroll
- Next action steps and By-When's IF they DO NOT enroll
- “In The Meantimes”
- The importance of **REFERRALS/PDL – The PDL Question**
- Effective perspectives to help people complete their enrollment process quickly
- The Communication Agreement



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