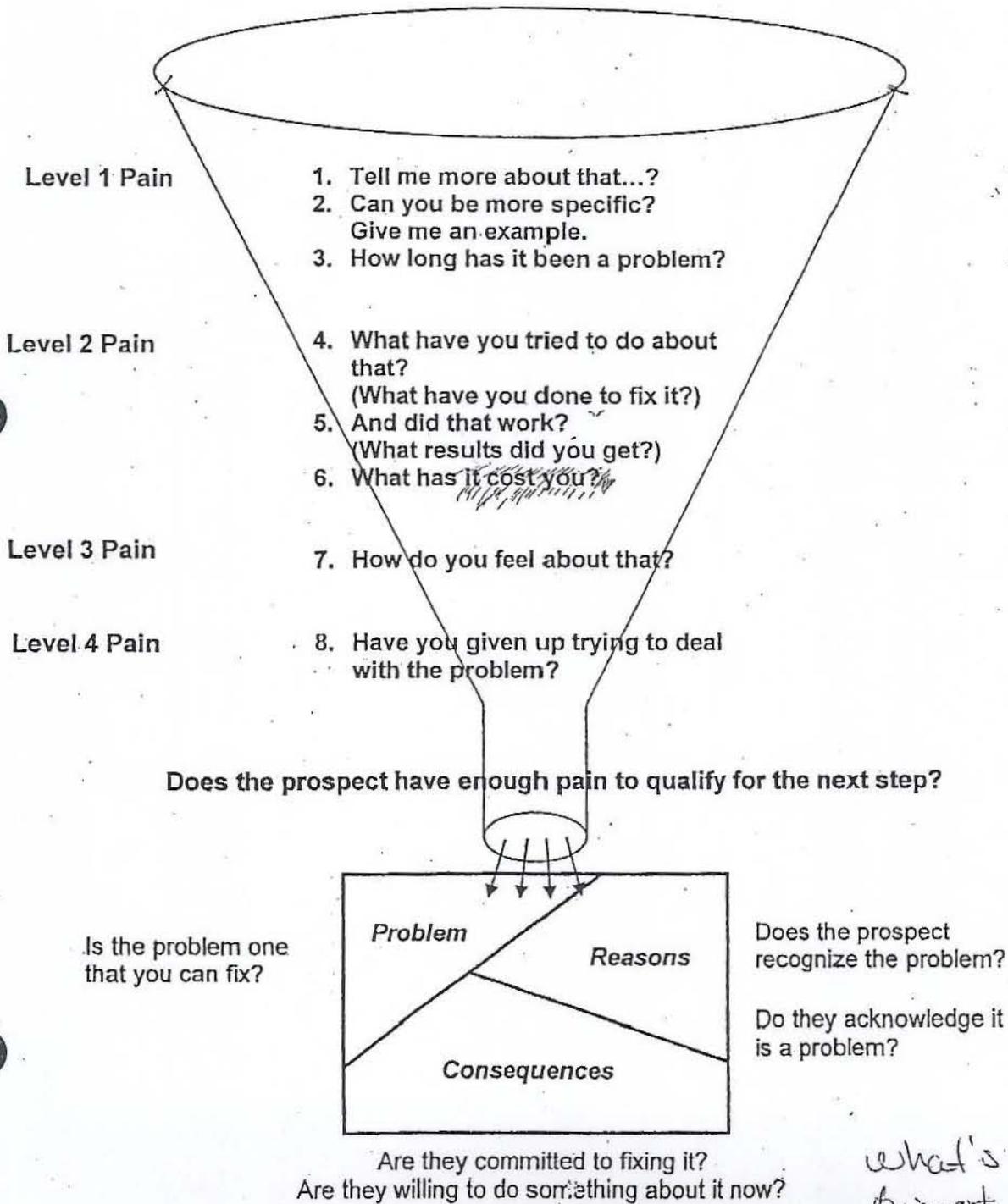


## 2. Pain Funnel and Pain Puzzle

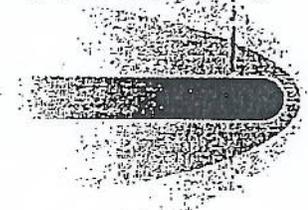
Eight Questions



*UNDERSTANDING OUR  
MARKET...  
Who Are Our Students?*



*Sales Begins With...*

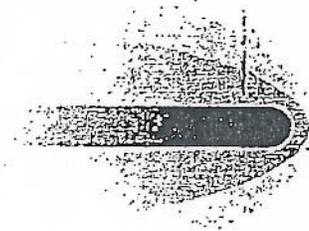


**AWARENESS,  
UNDERSTANDING,  
AND  
ACCEPTANCE OF  
THE MARKET WE  
SERVE!**

# *Student Profiles*

- Welfare Mom w/Kids
- Recent High School Graduates
- College Freshmen dropout.
- Pregnant Ladies
- Recent Divorce
- Military - Active & Retired
- Low Self-Esteem
- Low Income Jobs
- Vocational Rehabilitation
- Experienced a Recent Death
- Experienced a Recent Birth
- Empty Nest Syndrome
- Recent Marriage
- Relocation
- Career Change
- Upgrade Skills
- Physically/Mentally Abused
- Recent Incarceration
- Drug Rehabilitation
- Dead End Jobs-No Future
- College Credits - 2 Years+
- Living w/multitude of Families
- Living with Parents
- Living with Significant Other
- Fired / Lay off
- Self Employed w/ No Benefits

# *Emotion*



- We deal with people that live in the moment and for the moment.
- Their decision to start, stay in school or quit school is based more on emotion than logic.
- Pain is the greater motivator in the short term.

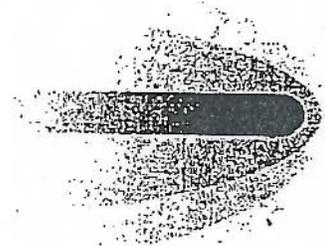
## ***DIRECT QUOTES...***

- “Lately it seems admissions has been putting in some really troubled people...could this be a trend?”
- “This last batch of students you guys dumped in here are about the worst I’ve seen in years”
- “I just walked by orientation—**WOW-SCARRRRY!**”
- “Do your ads say, **LOSERS! ENROLL HERE!**”
- “You need to target a better demographic it would make all of our jobs a lot easier!”

*We Serve The*  
**UN-*DER* World**

- **UNEMPLOYED**
- **UNDERPAID**
- **UNSATISFIED**
- **UNSKILLED**
- **UNPREPARED**
- **UNSUPPORTED**
- **UNMOTIVATED**
- **UNHAPPY**
- **UNDERSERVED!**

# *Examples of Buying Motives*



- Low Pay
- Dependent upon others.
- Higher income
- Job Security
- Self-Esteem
- Recognition

# *Daily Activity*

## EXPECTATIONS:

**Outbound Calls-50 MINIMUM** ★

**Appointments Set-5** ★

**Appointments Held-3** ★

**3 Packaged per week** ★

**Referrals-2 per week** ★

**The following are some common objections & tips on how to resolve them:**

**Concern:** Not enough time

**Response:** How much time do you believe this will take?

How much time can you invest in yourself?

Is there ever a *good* time to go back to school?

Why did you call or request the information? (Don't sound condescending)

Walk me through a day in the life of you. When do you get up/home from work, etc?

Do you see yourself having more time for school in the future?

How would having your degree afford you more time?

How long have you been thinking about finishing your degree?

**Concern:** Money/Cost

**Response:** Investing in yourself - How much did you plan for?

Education is an asset that never depreciates.

Ashford is more affordable than most private schools offering online programs.

How will you benefit once you have your degree?

What costs more, having your degree or not having it?

Are you aware of the financing options available for those who qualify?

- Student loans not income or credit based
- Loans deferred while in school
- Have up to 10 years to pay back

**Concern:** Credibility/Reputability

**Response:** What do you know about accreditation or AU?

- Established in 1918
- Traditional 4-year campus with sports teams, dormitories
- Regionally accredited since 1950

98% of students surveyed said they would recommend AU to a family member or friend

**Concern:** Fear

**Response:** What concerns do you have?

Explain the benefit of having a personal advisement team (EA, AA FSA)

What makes you feel more anxious? Obtaining your degree or not having it?

Tell me about another time in your life you felt afraid and how you overcame that fear?

Students just like you that have been out of school, working adults, etc

Many resources: online library, tech support, writing consultant, Smarthinking, etc

**CREATING URGENCY -  
UNCOVER THEIR PAIN AND FEARS USING OBS**

•I am not sure if you have done this before but I would like you to take a moment and THINK of DAY ONE of your new career. Describe to me what you envision? Take your time think about it.

Let me make sure I understand, when you start your new career, you imagine your first day going the following way... (RESTATE)

Wow! I am EXTREMELY impressed. I can tell you have pictured this in your mind before!

Since we are looking towards the future, describe to me how you feel on graduation day? Who will be in the audience cheering you on as you receive your degree on stage? (BE SILENT.. DO NOT SPEAK)

Now I am assuming some of your friends and family who would be at graduation are also thinking about making a change as well? Well the good news is if you are accepted to Kaplan, we can send them some information to determine if Kaplan would be a good fit for them as well, okay?

So <Student Name>, If you DON'T make a change or move into this new direction, what do you think your future will look like? (BE SILENT- DO NOT SPEAK.) Can you elaborate?

•I am happy to hear that. As long as you don't lose sight of the life you want to live, I promise you I will do everything in my power to help you take the first step and I will be one more person in the audience cheering you on at graduation! Is that a DEAL???

1. Asks probing questions to explore student motivation
2. Empower the student to respond/ Advisor Call Control
3. Active Listening
4. Advisor picks up on buying signals
5. Build/ Maintain Rapport w/Prospect

KEEP DIGGING UNTIL YOU UNCOVER THEIR PAIN, FEARS AND DREAMS. DO NOT ANSWER FOR THEM. LET THEM PAINT THEIR OWN PICTURE. IF YOU GET THE PROSPECT TO THINK ABOUT HOW TOUGH THEIR SITUATION IS RIGHT NOW AND IF THEY DISCUSS THE LIFE THEY CAN'T GIVE THEIR FAMILY BECAUSE THEY DON'T HAVE A DEGREE, YOU WILL DRAMATICALLY INCREASE YOUR CHANCES OF GAINING A COMMITMENT FROM THE STUDENT! .

IF YOU CAN STIR UP THEIR EMOTIONS, YOU WILL CREATE URGENCY!

**Reiterating the Objective of the Call:**

As I stated a moment ago, our objective today is to become better acquainted. First, I want to know more about you - your hopes, dreams, goals and perhaps even fears. Does that sound fair?

Rubric Attribute – Objective of the call

TRANSITION: The best way for me to assist you today is to find out a bit more about you and your goals, together we'll determine the right next steps.

**UNCOVERING THE PAIN AND THE FEAR – CREATING URGENCY**



•How long has this been a goal of yours? When did you first realize this is the direction you wanted to move in?

•What has stopped you in the past? What is different today?

•Whose life would this impact, besides you? What would it mean for them to see you finally take this step to a better life? (SILENCE.. THIS STIRS UP EMOTION)

•Who will be the most of you for making this change? In addition to your biggest supporter, who else would you invite to graduation? (PDL opportunity) I am assuming your friends and family have been thinking about making a positive change as well correct? GREAT! Once we get you started on this path to success, I will reach out to them and see if we can help make a positive change in their life just like you. Sound like a plan? Awesome!

•Lastly, what are something's you would LOVE to provide for your family but unfortunately due to your current situation you are unable to? Tell me more about that. (Keep digging until you get to their REAL DREAM- a house, taking family to Disney World. DO NOT ANSWER FOR THEM. LET THEM PAINT THEIR OWN PICTURE

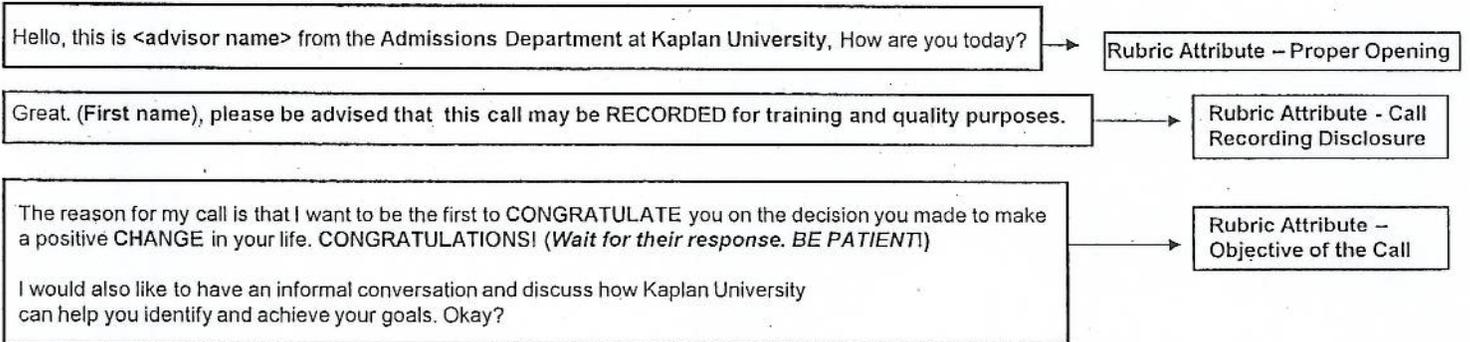
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**IF YOU CAN HELP THEM UNCOVER THEIR TRUE PAIN AND FEAR. IF YOU GET THE PROSPECT TO THINK ABOUT HOW TOUGH THEIR SITUATION IS RIGHT NOW, IF YOU TALK ABOUT THE LIFE THEY CAN'T GIVE THEIR FAMILY RIGHT NOW BECAUSE THEY DON'T HAVE A DEGREE...YOU DRAMATICALLY INCREASE YOUR CHANCES OF ENROLLING THIS PROSPECTIVE STUDENT. GET TO THEIR EMOTIONS, AND YOU WILL CREATE THE URGENCY!**



Job Aid: Outbound with Rubric & OBS references  
Based on the Undergraduate Programs Script published on July 08, 2009



1. May I ask why you are looking to make this change in your life right now? CAN YOU ELABORATE?
2. Why this particular direction? When did you first realize this was the path you wanted to take? Can you tell me more about that?

**TAKE YOUR TIME HERE. THIS IS THE FOUNDATION OF THE ENTIRE INTERVIEW.**

**If the prospective student is unsure of a career direction DON'T GIVE THEM THE ANSWER**

- It's not uncommon for an individual to be unsure of a specific career direction at this point but you ARE seeking a positive change in your life. Is that correct?
- If you don't make this change, how do you think your future looks? ARTICHOKE – Getting to the PAIN

Once they answer, get them to clarify further. Can you expand on that?

Affected Rubric Attributes –

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**UNCOVERING THE PAIN AND THE FEAR**

- How long has this been a goal of yours? When did you first realize this is the direction you wanted to move in?
- What has stopped you in the past? What has changed from the past? Why will now be different?
- Whose life would this impact, besides you?
- Who will be the most proud at your graduation? (PDL opportunity)
- What do they think? What did they say?
- How will graduating and pursuing this career change things for you and your family?

**Affected Rubric Attributes –**

1. Asks probing questions to explore student motivation
2. Empower the student to respond/ Advisor Call Control
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•Reality Check! – So why haven't you taken these steps yet? BE SILENT HERE

**IT IS ALL ABOUT UNCOVERING THEIR PAIN AND FEARS. ONCE THEY ARE REMINDED OF HOW BAD THINGS ARE, THIS WILL CREATE A SENSE OF URGENCY TO MAKE THIS CHANGE.**



**Transition:**

Do you have any other questions about what we have discussed so far?

**Commitment:**

So let me ask you ONE last time.



Why are you ready to make this change? Can you please elaborate?

Make sure the prospect does a thorough job explaining in detail why they are ready to make this change.

Okay, let me make sure I am on the same page. You are ready to make this change because....

RESTATE BACK WORD FOR WORD. THE BETTER YOU RESTATE, THE BRIGHTER THE DREAM, THE GREATER THE COMMITMENT.

Excellent! Based on your level of commitment and the fact you are taking the following steps-  
Mention at least 3 things - Sacrificing time to read, support from family, want a better life for your babies, etc...

this time I would like to inform you (Student Name) that you have done a fantastic job and YOU  
VE EARNED THE RIGHT TO CONTINUE IN THE ENROLLMENT PROCESS!

# Congratulations!

Can you believe you are on the path to a better life as soon as this evening???? What questions do you have??

**Attribute-**

Give appropriate recommendation/ Get Buy- In

Advisor makes a recommendation to the prospect based on their needs. Advisor asked positive questions to encourage prospect buy-in, while providing the prospect with the opportunity to ask any questions they may have.