

The Prospect...that wonderful person that has decided that they need to expand their education. They have finally made the decision to call a school...this school!

We never know at first why this person has called us. They may be graduating from high school or they may have just lost a job of 20 years and need a new career.

Either way, remember that they are now looking to you to help them make the right decision for their educational and career future.

Make sure that they have made the right decision to call this school by helping them achieve their goals and dreams. Be the True Admissions Guru.



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## The 10 Habits of Highly Successful Admissions Representatives



The difference between average Admissions Representatives and exceptional is that the exceptional possess the following ten qualities.

### **1. Have a genuine interest in helping others**

A true Admissions Guru will have the best interest of the prospective student always in mind. We know that EVERY prospective student will benefit from the education that they will receive at this school. It is the Guru that successfully guides the prospect to the decision that will best benefit their lives.

### **2. Masters of time management**

True Masters will be fluent in time management. Every hour of every day is laid out before hand. The Guru knows what they are doing for every minute of their time.

### **3. Possess excellent telephone skills**

The Master Rep is always keenly are of what the person on the phone is talking about. The True Guru will always have a favorable outcome on the telephone. Appointments get set and follow-up is a breeze.

### **4. Are excellent listeners**

The true professionals are those that can

listen to the other person and identify that persons needs and then supplies the correct solution to fill those needs. The Guru knows that all the information that is needed to close the enrollment will come from the person who wants to enroll.

### **5. Are excellent communicators**

As well as being a great listener, the True Master will be able to communicate all the features and benefits of their school to a prospect. The Master will tie in all the features that fill the needs of each individual prospect. Being an excellent communicator means that you have the ability to tune in with your prospect and communicate in such a way that the prospect clearly see's all the benefits of enrolling at this school.

### **6. Possess exceptional follow-up skills**

The Top Performer will be an ace at follow-up. They are relentless when it comes to making contact with prospects. They schedule time in their daily calendar to make follow-up activities a priority for themselves. The keep in touch with old prospects on a quarterly basis because they know there are golden nuggets in those old leads.

For the Guru Master follow-up is natural and comes easy to them. They love the challenge of reaching and helping people.

## 7. Have excellent problem solving skills

The Highly Effective Admissions Representative knows that with every prospect that there will be problems or issues to overcome. There will be common and unique issues. The Guru is always quick in thinking of the proper solution for every situation. The common issues will be on the tip of their tongue and solutions to unique issues will come swiftly to their mind.

## 8. Motivates others around them

The accomplished rep will always have the natural ability to motivate those around them. The Guru knows that some prospects will need a little motivation in order to make the right decision to get education for themselves. The Master will always be on the lookout for those in need of a little “kick in the pants” to get them going. The Master spend time reading motivational books and is always seeking to help others around them.

## 9. Are Leaders

The True Masters are always leading others by example. The top 20% of admissions professional are always in the role of leading others. The Guru will experience others coming to them for help and advice. The Guru is always but too happy to share with a seeker. As a Master the True Guru never imposes on others unless asked or directed to by management.

## 10. Always project a professional image

The True Professional will always be attired in a professional manner. No matter if wearing a required logo shirt or the freedom to dress as you please, the Guru will always be neat and clean in appearance. The Master always walk upright and with confidence. They acknowledge those they pass in the hall, and never is someone to “lowly” to speak to. To the Guru the janitor and the professor are the same. They both play a vital role in the success of this school.

The Master will always use professional language and never speak with profanity. They will never use words or phrases that could be misunderstood as harassment. The Guru is always able to speak kindly of others or chooses to reserve comment if appropriate.

### In Review...

If you aspire to reach the levels of the True Master, the Guru of admissions then you will follow to the best of your ability these qualities.

Remember that every day is a new day and that you have the fortunate opportunity to improve your skills in these areas again today.

**And always remember to keep the prospects best interest in mind... Education is Forever**