



Seven Characteristics of Rock Star Reps

(and how to transfer those great
attributes to the rest of
your Admissions Team)

Presented by Enrollment Resources
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Welcome from your host today, Career Education Review

A 90-year-old publication dedicated to providing top management, owners, and sector leaders with news and resources required to operate a successful school.

- Original articles written by career education leaders
- Exclusive interviews with key higher education professionals
- Best practices in admissions, academics, faculty development, alumni, marketing, career services, etc.
- Articles and webinars by education attorneys on compliance, legal issues, government regulations
- Monthly Washington news brief



Intro

Over the years, some reps have maintained their ability to be high performers. Unfortunately most have not.

Now with new Incentivized Compensation Regs in place, it gets more complicated, yet again.

Today we'll talk about some specific activities top Admissions Reps do to succeed and ways we can in turn transfer some of those tactics and habits to the rest of your Rep team....

Our goal...to give you four or five takeaways you can use immediately to increase your revenues.



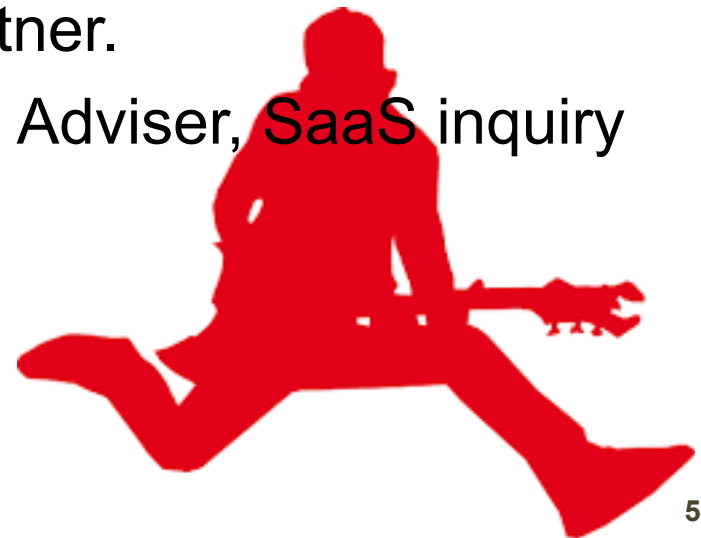
About Velocify

- A web-based software-as-a-service company (SaaS) established in 2004
- The only enrollment management system designed for schools that compete for students
- Over 1,500 clients ranging from 1 to 1,000+ users
- > 5,000 admissions reps use Velocify every day
- More than 50 million active records under management
- 1,400 data source and 100 third party technology integrations



About Enrollment Resources

- Specializes in Career Education, Conversion Rate Optimization
- Founded in 2003, serving clients throughout US and Canada
- Trusted source for innovative, factual based marketing and admissions intelligence
- Certified in Kaizen Continuous Improvement Process and first Certified Google Adwords Partner.
- Inventors of the Virtual Admissions Adviser, SaaS inquiry qualification offering.




Pareto's Law of Sales

- How the 80/20 rule works in business
- How do we transfer the best practice from top producers to the 80% that create only 20% of the results?



Attribute 1: The Learning Mindset

- **Rock Star Reps** are coachable. They understand cause and effect, love to split test and try new ways of work
- **Mediocre Reps** have the mindset of “That’s just how we’ve always done it before.” Intractable.
-  Break everything into 1% imperceptible tests. It’s all about cooking the frog.



Attribute 2: Take 100% Ownership of Their Results

- Rock Star Reps take ownership of how they spend their day
- Mediocre Reps allow circumstances to buffet them about. Busy work.



The Point System



Attribute 3: **Courage to Qualify Properly**

- Rock Star Reps wait until they are sure there is a career/ student / school fit before persuading.
- Mediocre Reps do not qualify well and dive right into transactional selling.



Use Virtual Adviser as a forced discipline to ask questions



Attribute 4: Strategic Resource Rather than Vendor

- Rock Star Reps create an empathetic student centric agenda
- Mediocre Reps are feature driven presenters of information



Set the Agenda

Give content control to prospective students



Attribute 5: **Willing to influence**

- Once properly qualified, Rock Star Reps are not afraid of influencing
- Mediocre Reps will not persuade or over persuade/flying blind



Qualify extensively...



Attribute 6: Subject Experts

- Rock Star Reps are steeped in career knowledge, work shadow etc.
- Mediocre Reps understand info second hand



Have reps make friends with 10 employers for each program they sell.



Attribute 7: 100% Authentic as Fast as Possible

- Rock Star Reps are devoid of BS, fill needs then make friends
- Mediocre Reps are mushy



Negotiate agendas before proceeding



Plot your Admissions team on the effectiveness graph

	Poor	Okay	Good	Great
Learning Mindset	Mike		Sally	
Ownership		Mike		
Courage to Qualify		Sally		Mike
Strategic Resource			Sally	
Influence		Mike		Sally
Subject Expert			Mike	Sally
Authentic		Mike		Sally



Transfer Rock Star Skills to the rest...in 8 Easy Steps



Transfer Rock Star Skills in 8 Easy Steps

1. Complete DISC Profile of Top Performing rep and hire to personality formula



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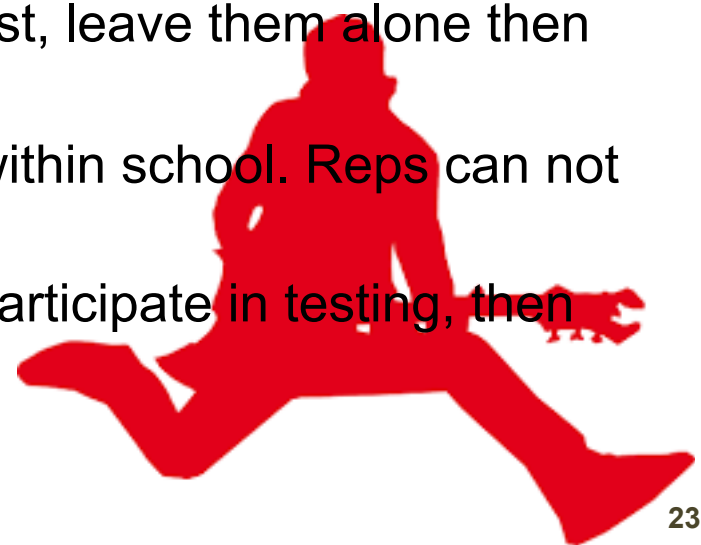
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7. Culture of testing must be encouraged within school. Reps can not have fear of being fired.



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7. Culture of testing must be encouraged within school. Reps can not have fear of being fired
8. If rep refuses to follow best practice or participate in testing, then they must succeed elsewhere



Questions?

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