Elements of an effective phone script

**Highly effective opening:**

*Hi Julie, my name is Lexington and I’m your Admissions Advisor here at Lexington’s Career College!*

*You asked to find out more about our (NAME OF PROGRAM), is that right?*

(*They Respond)

Excellent!

I’m curious Julie, what inspires you to consider becoming a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?*

**Qualification question(s):***What’s your highest level of education and other necessary question your program may require*

**Discovery questions:**

* *What do you do for work now? What do you like? What don’t you like?*
* *Where do you see yourself after you graduate?*

(*Wait for prospect’s response)*

**QBQs (Questions Beneath the Questions):**

*When you ask a question, you will always receive surface answers. The secret sauce is to always find out ways to ask QBQs throughout your conversation to discover the core answers. That’s where you find the core intent and desire to enroll.***Q –**

*What’s the number one reason you want a new career?*

(*Wait for prospect’s response)

And what are the two things that you KNOW you SHOULD be doing that’d help you become a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?*

*But you’re not doing?*

**QBQs –**

*So, your life could be pretty different if you did (NAME THE TWO THINGS)?*

 *How would it be different? What would it LOOK like? FEEL like?*

*What’s STOPPING you from doing those two things?

(They respond) (Give coaching guidance here if needed)***Q –**

*How would your life be different if you become a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?*

**QBQs –***OPTIONAL 1a: What could your life be like one year from now if you did become a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?*

*OPTIONAL 1b: What would your life be like one year from now if you didn’t become a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?*

**Bridge goes here:***Which suggests coming to meet with me for an information session and campus tour. (share the value of attending the information session and tour at the school)****Q* –** *How do you think coming to the appointment could help you?*