

**Many employees engage in ‘Below the Line’ Behavior when prospecting:**

- “My leads are bad”
  - \*Accept that you can’t change leads, but make more dials and make the call and interview you do get worth while and convert them to apps.
  - \*Ask for referrals if the person you are speaking to is not ready or interested
  
- “I can’t get anyone on the phone”
  - \*Try logging call times and trying at different times.
  - \*Stay late another night, get those west coasters when they are home
  - \*Suggest specific times in your messages and emails of when to talk.
  - \*Lunch hours
  
- “Everyone I talk to is just shopping”
  - \*Help them compare and contrast the schools they are looking at. Your input and positive feedback on our school may make the difference. If you don’t, another Rep will!
  
- “I don’t get as many leads as you”
  - \*Make more dials
  - \*Get your apps and starts up with the leads you have so you will get more leads next rotation.

**Many employees engage in ‘Below the Line’ Behavior when following up:**

- “My AC is supposed to get the financial aid forms”
  - \*These are your student’s, take the initiative to get the financial aid forms. You are getting several any way and the know, trust, and respect you to get it done.
  
- “My student won’t do the paperwork or call me back”
  - \*Set clearer expectations about the enrollment and acceptance process
  - \*Get them to do the paperwork immediately after the application. They are at the most excited and motivated point then and they will do it.
  
- “They can’t haven’t done their FAFSA because of taxes”
  - \*During the interview you should be asking and preparing students that they will need their tax information the next day. Provide number and website of where they can get copies if needed.

**Many employees engage in ‘Below the Line’ Behavior during start week:**

- “They can’t start because their transcripts aren’t reviewed yet.”
  - \*Make getting un-officials part of the application.
  
- “My student doesn’t have the money for the software for their first class”
  - \*Preparing student and being honest about out of pocket expenses during interview
  - \*Discuss general education class options
  - \*Free trial versions of Adobe and Office
  
- “We didn't have enough time to get everything n”
  - \*Change your mentality! You need to assure student it can be done!
  
- “My student’s dog died, her cousin is gradating and she just got pregnant today!”
  - \*You are missing something!...Build rapport, trust, and relationships with your student that they feel comfortable telling you concerns and why they are scared.