

## June Analysis 2007

The immediate reflection of June 2007 is dismal as we missed the start, but in that reflection there are things that I will discuss and interpret. The MP was 158 and we came short at 130, leaving 28 SITS that have to be recovered. The raw data collected is from the time frame of 3/25-6/23.

As a campus we scheduled 965 appointments, and had 329 conducts (34%). Of the 329 conducts we wrote 316 applications (96%). Of the 316 applications, 308 (97%) were applied. From the 308 applied, 244 went through the FAI (79%), and 130 counted for the SIT report (53%). As a campus our conversion rate was 7%.

From the amount of appointments that were schedule and actual conducts completed, I believe the first obstacle is the "selling of the appointment". The department needs to focus on the selling the appointment by digging in and getting to the pain of each and every prospective student. **By getting to the pain, the representatives will be able to solidify the appointments and have a better show rate for the actual conducts.** When looking at the amount of applied students, it would appear that the representatives have the knowledge...but do they actually use it? My observation would be that they hurry through the interviews in order to avoid such elaborate questioning and rejections. The next major statistical data would be the FAI conducts. This is where the reps can increase their individual show rate by following up and getting the students through the entire process. The assumption is that once they are written, the student is good! And therefore, no contact is interpreted as good news! The fear of rejection or removing people from the ASR is psychological to the reps and not looked at as accountability or constructive criticism.

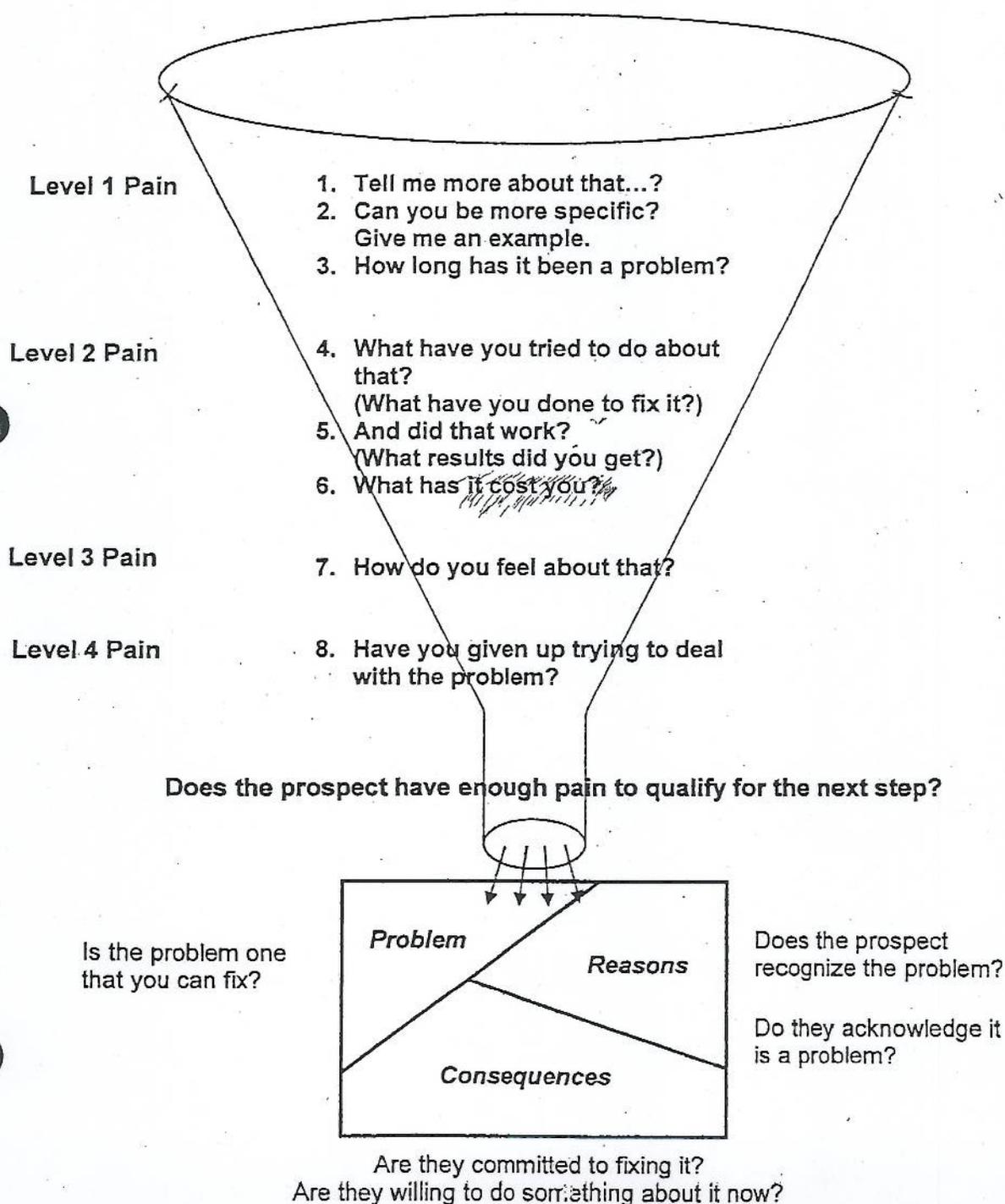
From a DOR perspective, there needs to be more training and accountability/ownership conveyed to the reps. The concept of accountability and ownership has been broached, but yet to be unanimously accepted and practiced. This coupled with the weaknesses of overcoming obstacles or objections, working the student completely through the entire process and still maintaining contact throughout the whole quarter is something else that we need to focus on...which includes from FAI to SIT. Our referral campaign has been anything but that if a campaign. The department needs to focus more on generating more PDL's and converting them for the September start. These are all areas of training opportunity and will be implemented in the early stages of the next quarter, as well as increased observations, more structured activities, and better review of pending contacts. Our threats are the obvious...loss of reps, lack of PDL's, and complacency and lack of ownership. The positives are a very large increase in phone activities and applied to accepted (which should be).

If you have any questions please contact me as soon as possible.

 Director of Recruitment

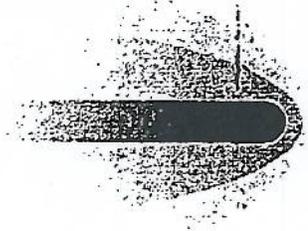
## 2. Pain Funnel and Pain Puzzle

Eight Questions



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# *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.