

SALES SUMMER SCHOOL

For Senior, Seasoned
and Starting Admissions
Professionals



ECHO DELTA
Higher Education Marketing & Consulting

Agenda



Introductions



“Sales”



Common Objections and Concerns



How to Handle Objections



Wrap-Up/Things to Remember



Conclusion/Q&A

Meet your Presenters



Scott Rhodes

25 years enrollment
marketing experience

St. Leo University, Concordia
University, Duquesne University,
Florida Polytechnic University



Jeff Kallay

Over 25 years enrollment
marketing experience

Jeff has worked with more than
300 college and university
campuses nationwide.



Chris Lewis

25 years sales and
admissions experience

Concordia University, Pittsburgh
Technical Institute, New York
Life Insurance, Fidelity Mortgage

Breadth and Depth of Experience



Capabilities & Partners

Marketing Services



Brand Strategy



Creative Campaigns



Media Planning and Buying



Email & Marketing Automation



Web Design & Development

Enrollment Services



Enrollment Consulting Services



Campus Visit Consulting



Admissions Representative
Sales Training



Hyper-Targeted Name Buys

Industry Partners



Three Takeaways



Listen to students' concerns with **resilience and empathy**



Turn negative perceptions into **positive attributes**



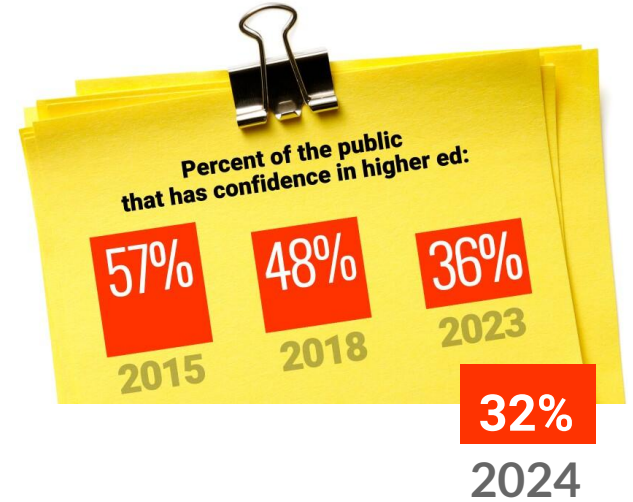
Stay **calm and collected** facing tough questions and objections

What are some of the common objections?



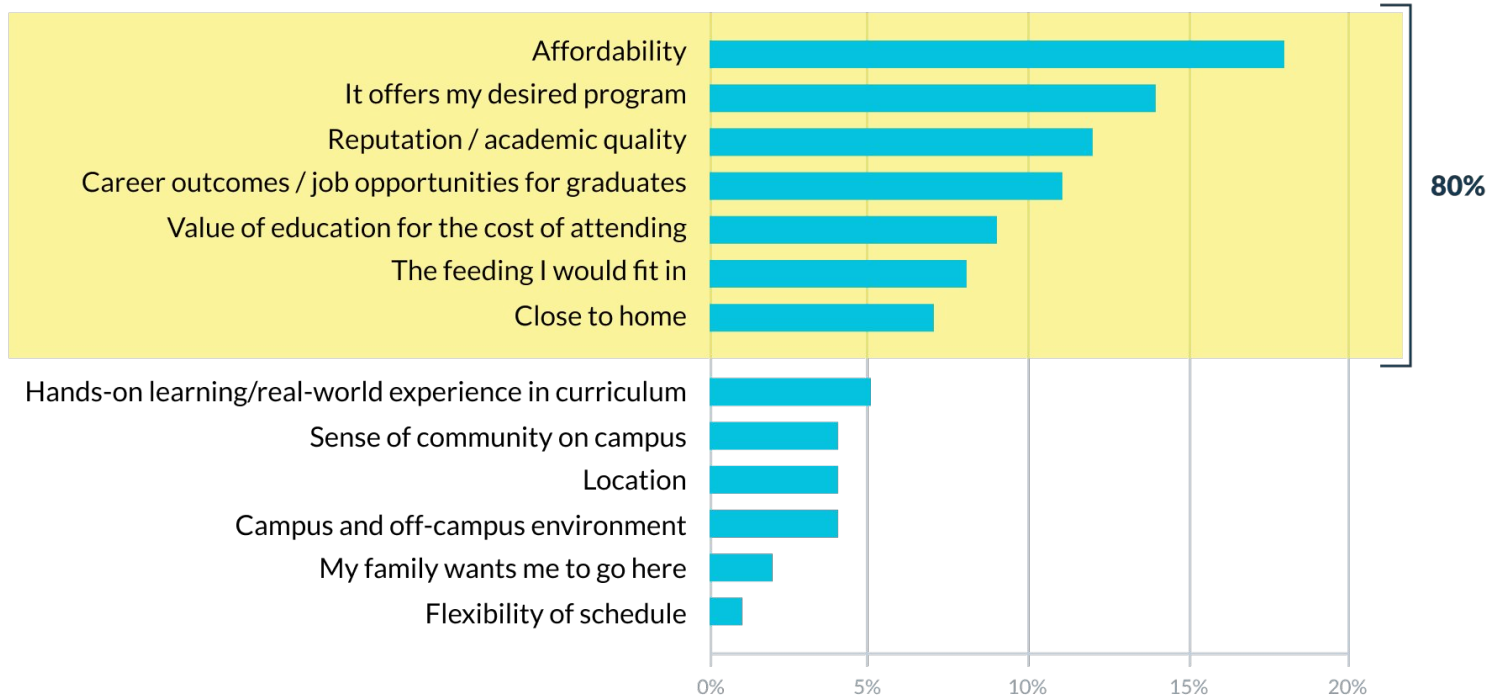
One-third of US adults have little to no confidence in higher education, poll finds

- Nearly one-third of U.S. adults, 32%, said they have very little or no confidence in higher education, up from 23% of respondents who said the same last year
- Adults who reported strong confidence in higher education dipped from 36% last year to 32% in 2024.
- The sharpest changes in views among Republicans.



Gallup and Lumina Foundation 2024

Most Important Reason Student Enrolled at Choice



Eduventures Research-2024

What are some of the common objections?



Cost and financial concerns



Anxiety about the **admissions process** and **acceptance**



Doubts about **program fit** or **academic offerings**



Relationships with significant others, friends, family, and life changes



Concerns about **campus life**, **location**, and **facilities**

Two red flags



Your school doesn't
have their major



Your school is too
far from home

How to handle objections



Probing

How did you do?



Understand the Objection

What, where, and why



Listen to Learn

Let them talk



Problem Solve

Offer concrete solutions
using facts and examples



Empathy and Validation

Acknowledge concerns
and build trust



Move On

Repeat or identify next steps

How to handle objections?



Listen to students' concerns with resilience and empathy



Stay calm and collected facing tough questions and objections



**Turn negative
perceptions into
positive outcomes**



Treat objections as buying signals.

If you are confident, prepared, and speak truthfully, that's exactly what they are!



Key takeaways



The admissions process is about...



Having real
conversations



Understanding
concerns



Responding
authentically

Let's Wrap Up

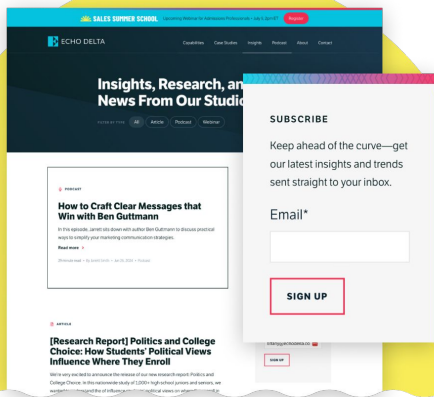


Get Connected

Sign up to Echo Delta's Insights for updates, white papers, and the Higher Ed Marketing Lab podcasts.

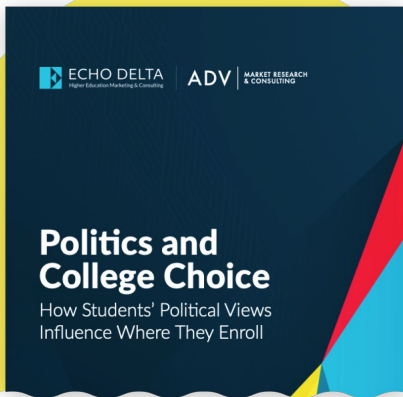
Insights

echodelta.co/insights



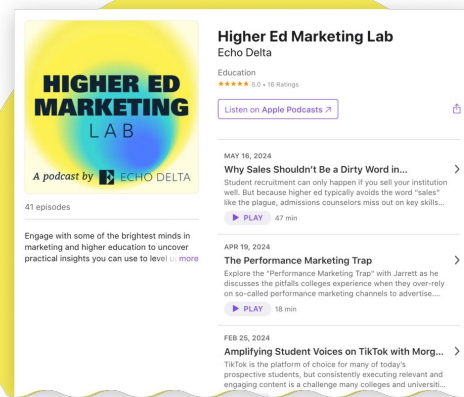
Research Report

echodelta.co/politics



Podcast

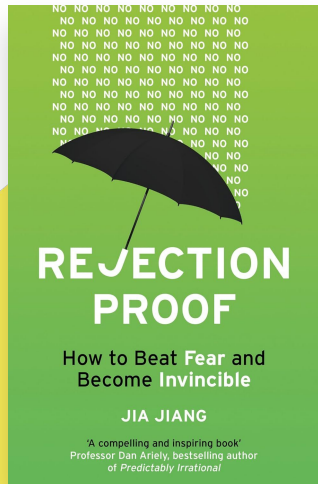
echodelta.co/podcast



Summer Reading List

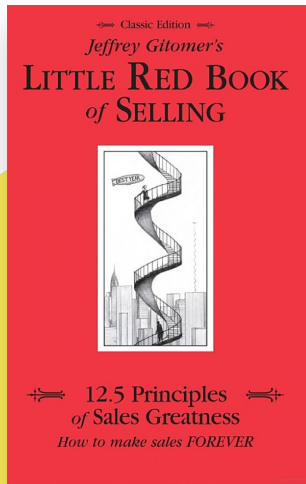
Rejection Proof

By Jia Jiang



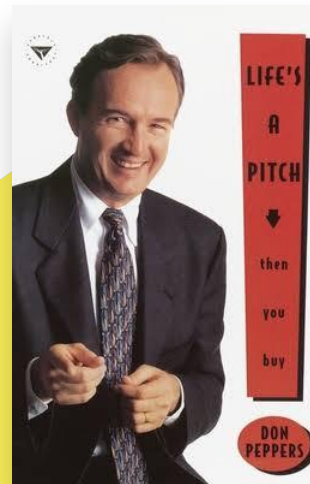
Little Red Book of Selling

By Jeffrey Gitomer



Life's A Pitch...Then You Buy

By Don Peppers



Three Takeaways



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Turn negative perceptions into **positive attributes**



Stay **calm and collected** facing tough questions and objections

Let's Talk



Meet with Scott

Connect with Scott Rhodes for further enrollment consulting.

Book a Call



echodelta.co/meet-scott



Learn about Sales Training

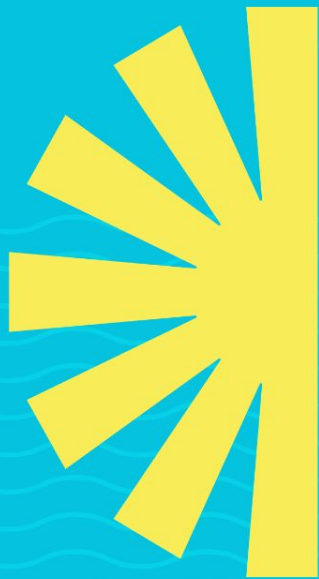


echodelta.co/capabilities/admissions-representative-sales-training/

Thank you!



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