



ECHO DELTA  
Higher Education Marketing & Consulting

## SESSION 2

# Avoiding Dead-End Recruitment Convos

Ask Better Questions,  
Get Real Answers

# Meet your Presenters



**Chris Lewis**

25 years sales and  
admissions experience

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



**Emily Smith**

22 years in higher ed  
consulting and technology

Collaborated with over  
500+ colleges and universities

# Agenda



Introductions



Follow the M.A.P./What are probing questions



Why/When/How of probing questions



What Questions and Why Ask



What to do with what you collect



Key Takeaways/Q&A

**Don't Tell Someone  
How To Get There,  
Take Them There**

# All interactions with prospective students should be:

M

Meaningful

A

Authentic

P

Purposeful

# What are Probing Questions?

- Open-ended questions
- Elicit a specific response
- Important part of the process
- Useful now and throughout



# Why Ask Probing Questions?

- Get to know them
- Find what's important
- Information exploration
- Creates excitement





# When to ask Probing Questions?

- First meeting/call–**Important!**
- FA/Housing/Orientation
- When objections come up



# Types of Probing Questions

- Context Questions
- Problem Questions
- Impact Questions
- Value Questions



# What Questions to ask and Why

- What makes you want to major in Motivation/Support ?
- What sports/activities do you participate in? **Follow-Up/On-campus**
- What do you know about financial aid? **Their knowledge/FA Objection**
- What other schools are you considering? **Competition**
- How does your family/significant other feel about you going to college?  
**Support/Decision-Maker/Roadblock**

# How to connect during probing questions?



**Tailor** the  
conversation



**Establish**  
common ground



**Build** trust



Communicate **on**  
**their level**

# What to do with the information?

- Put good notes in your CRM.
- Rank what's most important
- Review prior to follow-up
- Remind them during objections
- Dig deeper when necessary



# Key takeaways



# Three Takeaways



Build relationship/rapport and find out what's important to **THEM**.



It's information exploration for **YOU** and **THEM**



Proper probing prepares you for the process.

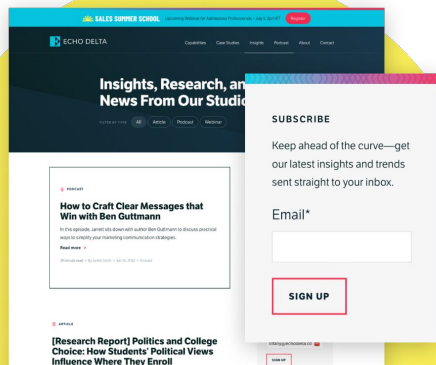


# Get Connected

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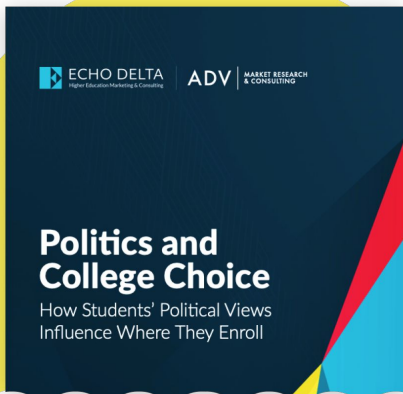
## Insights

[echodelta.co/insights](https://echodelta.co/insights)



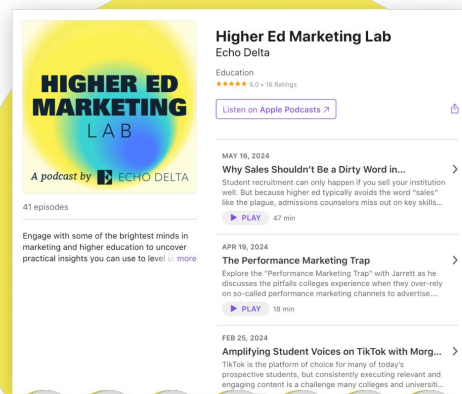
## Research Report

[echodelta.co/politics](https://echodelta.co/politics)



## Podcast

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# Open up for questions



# On-Demand Admissions Training

## Sales Training

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