

### ***Basic Calling Instructions***

- **Pre-Call Planning** - Review all the information you have on the applicant before making a call.
- **Establish Rapport** - Establish a common bond with the prospect in as few seconds as possible. It is important to be sincere and interested in the response of your prospect. You want the prospect to become involved in the conversation, so that it becomes a personal, two-way conversation. Ask open-ended questions that need more than a one-word answer.
- **Purpose** - The purpose of the call is to sustain interest in Baldwin-Wallace and to share your experiences with the prospect. If you are uncomfortable or unable to answer a question, make a note and forward it to the admission office or provide the student with the appropriate contact information.
- **Objections, Questions, And Concerns** - React to objections in a positive, helpful way. Many times callers fall into the trap of trying to impress the prospect instead of simply listening to what the prospect is actually saying. Apply your knowledge to meet the prospects needs. Never get defensive.
- **The Close** - The close is an important part of the calling process. Always leave the call on a positive note. Make sure your prospect has the telephone numbers for the admission and financial aid offices. Thank your prospect for their time and consideration.